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MICHELLE MENARD
Game Designer

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EDUCATION

- Savannah College of Art and Design, Savannah, Georgia** 2006 – 2008
- Masters of Fine Arts (MFA) in Game Design, Interactive Design and Game Development Department. Thesis: *The Creation of Emotion in Games using the Six Primal Emotions*, explored through non-digital design. Committee: Brenda Brathwaite, Andrew Greenberg, Robert Mathiesen.
- Brown University, Providence, Rhode Island** 2002 - 2006
- Double Bachelor of Arts in Music Theory and Composition and Applied Mathematics

PROFESSIONAL EXPERIENCE

Artemic Games Mar 2013 – present
Founder and Designer

- Concept, design and self-publishing non-digital games targeted towards a family and casual audience.
- Online storefront: <http://artemic.com>

Zynga Jan 2011 – Mar 2013
Systems Designer for CityVille2, TheVille

- Created the base economy structuring and progression systems for *The Ville*. Did early iteration market pricing and balancing. Designed early drafts of job system.
- Worked on design and implementation of core loop systems for CityVille 2 – business loop, population, expansion and crafting. Provided all balance numbers and progression algorithms for base game. Progression models at 88% accuracy for predicting pacing and progress of first player cohort.
- Designed all pricing models and algorithms, acted as pre-launch revenue product manager for CityVille 2.
- Directed, edited and implemented all audio for CityVille 2.

Designer for Frontierville and unannounced RPG

- Designed, wrote, and implemented new feature releases for Frontierville, including both story beats, holiday releases, and balance nerfs and updates.
- Created maps and designed/implemented new quests and monsters for the unannounced RPG project.

Lead Designer for unannounced Tablet Game

- Designed base systems, working from existing IP and updating to fit the tablet platform
- Balance and systems design, created and maintained economy.

Fiber Obsessions Firrerreo 2009 – present
Founder

- Small storefront specializing in handspun yarn, spindles, fiber bags, and other fiber-related products.
- Online presence since 2009 at: <https://www.etsy.com/shop/Firrerreo> and <https://www.facebook.com/FiberObsessions>.

Firaxis Games 2008 – 2011
Writer/Designer for Civilizations V DLC and Gods and Kings

- Worked with the Lead Designer to develop new civilizations, leaders, and unique traits for each.
- Wrote all dialogue for the new leaders, cast the actors, and worked with sound design to direct during recording sessions.
- Worked with the Lead Designer to create new scenarios and maps, both for DLC and *Gods and Kings*.

Writer/Editor and Assistant Producer for Civilization V

- Co-writer and editor for the Civilopedia, the in-game historic encyclopedia and resource for game concepts and user guidance. Also helped design the overall interactive flow, content organization, and direction of the Civilopedia's interface.
- Implemented many screens of the Civilopedia's UI, as well as all the Achievements and Steam Stat trackers and many front end UI screens.
- Provided weekly design feedback and playtesting throughout preproduction and production, specifically on game balance and systems designs relating to economy and diplomacy.

Editor for Civilization Revolution iPhone

- Provided daily test feedback during production and helped pinpoint areas for the easy-level tutorial to target and explore.
- Technical editor for the post-release manual for grammar and content.

Outsource Producer and Part-time Level Designer for X-COM

- Managed outsourced 3D assets coming from the Shanghai studio, and handled importation into Unreal.
- Designed, implemented, and playtested alien-encounter levels in Unreal. Analyzed other team members' maps and provided feedback.

Baltimore Museum of Industry | *Exhibit Designer, Former Board Member* 2008 – present

- Worked with a team of developers and museum executives to conceptualize and create a permanent exhibit on the game industry in Baltimore
- Responsible for conceiving and designing the main game feature of the exhibit – a one hour interactive game which allowed the visiting kids to create and personalize their own small digital game and learn more about what people do and how to get into the industry.
- Writing all the government and third-party grants.

Mighty Eighth Air Force Museum 2007 – 2008

Lead Programmer and Assistant Producer for B-24 Simulation

- Head of the team of Unreal 3 programmers and wiring technicians for bombing simulation
- Worked on creating interface between Unreal 3 and actual B-24 machinery and site
- Created outlines for timelines, skill allotment and facilitated information between the different teams

Metaversatility 2007 - present

Contract Work

- Designed and created 3D models and textures for *Club Scion* in There.com

Savannah College of Art and Design Summer 2007

Teaching Assistant

- Design lesson plans and handouts, running a lecture on displacement mapping in ZBrush
- Helped students one on one with any problems or questions
- Taught new users the basics of Autodesk Maya and how to interface with ZBrush and Photoshop

Brown University 2002-2006

Research Assistant and Teaching Assistant/ Grader

- Teaching Assistant and grader for two University courses – “Magic in the Middle Ages” and “Women, Magic and Power” under Professor Robert Mathiesen.
- Gathered research for the Professor’s book and proofread manuscripts for publication

Galway, Ireland Summer 2005

Head Knitting Workshop Instructor at knitting store "Yarn"

- Organized and created lesson plans and handouts
- Ran workshops geared for both adults and children
- Created easy patterns which demonstrated skills taught in lessons

WRITING AND SPEAKING ENGAGEMENTS

SIEGE: Southern Interactive Entertainment & Game Expo | *Invited Presenter* 2009 – present

- Yearly speaker at industry-focused conference
- Panel member with Andrew Greenberg: *Getting the Player in the Game*, and *10 Games any Designer Should Know*.
- Co-presenter with Ed Piper: *Don't Lose Your Balance – Methods of Balancing Large Systems*.
- Moderator and panelist with Rob Carroll, Adam Kunz: *Social Game Deconstructed*
- Panel member with Andrew Greenberg, Brad Merritt, Ian Schreiber: *What the F*%& is a Designer?*

Basement Gamedev Podcast #7, 8, 9 Oct – Dec 2012

- Guest Panelist with Taylor Fischer and Bryanna Lindsey: *Women in Games, Pirating in Games, Violence in Games*.

Dragon*Con 2011 | *Invited Guest and Speaker* Oct 2011

- MMO Roundtable panelist with Brian Green: *Ask the Experts*
- Panelist with Andrew Greenberg and Zach Johnson: *Breaking into the Industry* and *Indie Computer Gaming*

College Workshop Speaker 2010– present

- Speak on workshops and panels at various colleges across the country. Most recently at GD&A in Savannah, GA and at the Digital Entertainment Conference at UMBC in Baltimore.

Savannah College of Art and Design | *Graduate-Level Course Designer* Aug 2009 – present

- Writer and class designer for MA and MFA online courses, including all lectures, assignments, and grading rubrics.
- ITGM706 *Introduction to Game Design and Nonlinear Storytelling*, first year MFA course.
- ITGM748 *Final MA Project*, final graduation requirement for all MA students.

Cengage Learning Author | *Author for upcoming book on game design and programming using Unity* Pub. Jan 2011

- Project-based book takes the reader from the concept stages of a digital design through completion using the Unity Engine.
- Designed, built, and implemented basic game to explore core concepts.

- Book will include full tutorials and explanations on all aspects of the engine, all source code and art assets, the completed game and multiple snapshot saves of it up through completion.

AWARDS AND FELLOWSHIPS

- 2012 Zynga Game Pitch Finalist
- 2008 SCAD Best Thesis Award Co-Winner
- 2008 SCAD Best Thesis Proposal Award Winner
- 2008 Honorable Mention for Digital Game at Entelechy – “Belle Isle”
- 2006-2008 SCAD Highest Academic and Artistic Fellowship
- 2005 Seward Scholarship - Alpha Delta Phi National Academic Scholarship Competition
- 2004 Alpha Delta Phi National Literary Competition – 2nd place in the Non-Fiction Short Story Category
- 1995 1st in district 4-H Board Game competition, *Round-up*

RELATED EXPERIENCE

Mod the Sims 2 Member 2007 – present
Community-Run Modding Site and Forum Board

- Created new meshes for *The Sims 2* based on life objects
- Uploaded meshes and recolors of new content from cloned objects

Melusine 2007 - present
RPG Board Game designed to test thesis research

- Board game designed to test the creation of consistent emotional responses as detailed in research
- Designed and created board, rule system, cards, tiles and testing procedure
- Filmed for documentary purposes
- 2008 Thesis Award Proposal Winner

Puppy Hugs Interactive Mod Group 2007 – present
Contract Work

- Designed and created 3D models and textures for “Hobo-Strike”, an Unreal mod
- Technical liaison for moving of assets from Unreal 2004 to Unreal 3
- Coding advisor for custom weapon scripts

Astrum Fas 2007
Lead Designer for an Unreal 3 beta mod

- Designed narrative, history ,worldspace and possible gameplay options for mod
- Modeled and textured half of the assets
- Kept group members on track and on time, reassigning tasks and duties where applicable and necessary

Brown University 2003 - 2006
Musical Editor and Computer Consultant

- Editor and consultant for two books by Professor John Bush Jones on Musical Theater, Advertising, and World War II

SKILLS

Software: ZBrush, Photoshop, Maya, Unreal Editor 2004 and UDK, Unity, Finale, Audacity, Perforce, SVN, GIT, Flash Builder, Visual Studio, Excel power user.

Scripting, Markup, and Computer Languages: C, MEL, HTML, Javascript, Unityscript, Actionscript, Lua, VBA, Unreal Script, Python, some C++ and C#.

Languages: Conversational French (mostly of the Cajun variety).

LEADERSHIP

Alpha Delta Phi: - Co-ed Greek Literary Society

- 2006: Literary Chair
- 2005: President
- 2005: Corresponding Secretary
- 2005: Community Service Chair
- 2004-2005: Webmaster
- 2004: Vice President
- 2004: House-manager
- 2004: Cultural Librarian.

Original Music Group: - Club for composing and performing student written music

- 2004-2005: Vice President

Meiklejohn Advising Program - Peer advising organization run at Brown

- 2004-2005: Freshman Advisor

Gilbert and Sullivan Group: - Performing Troup for Gilbert and Sullivan at Brown

- 2005 - 2006 : Vice President
- 2005: Costume Designer for *Iolanthe*
- 2005: Co-Producer for *Iolanthe*
- 2004 – 2006: Publications designer

Greek Council: -Presiding body over the Greek communities at Brown University

- 2005: Alumni Relations Chair
Brown University Chorus: - University Choral Ensemble
- 2004-2005: Webmaster

- 2003-2004: Publicity Chair

PROFESSIONAL AFFILIATIONS

- IGDA
- Alpha Delta Phi

HOBBIES AND INTERESTS

Creating Chocobo genetic breeding programs and expected Pokémon capture rates in Excel, D&D, pretty much any digital or non-digital RPG, MtG, Guild Wars, Guild Wars 2, LOTRO, Gilbert and Sullivan, knitting, yoga, mathy nerdy things, voraciously reading just about anything, snow skiing, obscure skills only useful after the apocalypse such as spinning yarn, opera singing, piano, flute.

SHIPPED TITLES AND PUBLICATIONS

Civilization Revolution iPhone, Civilization V, Civilization V: Gods and Kings, Frontierville Live Development, The Ville, CityVille 2, X-COM, Game Development with Unity

References available upon request.