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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
- 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 Applied Mathematics and Music Theory & Composition

PROFESSIONAL EXPERIENCE

Artemic Games Mar 2013 – present

Founder and Designer

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

Zynga Games Jan 2011 – 2013

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.

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.

Firaxis Games

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

- 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 Civlopedia, 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 Civlopedia's interface.
- Implemented many screens of the Civlopedia'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 games industry in Baltimore.
- Responsible for conceiving and designing the game feature of the exhibit – a one hour interactive game which allowed the visiting kids to create and personalize their own small digital game, learn more about what the professionals do, and how to break into the industry.
- Helped write government and third-party grants.

Mighty Eighth Air Force Museum | Lead Programmer and Assistant Producer for B-24 Simulation 2007 – 2008

- Helped create the "Experience Simulation" for all the flight missions of the WWII plane "Fighting Sam", geared towards kids and museum tourists.
- Headed the team of Unreal 3 programmers and wiring technicians for bombing simulation.
- Worked on creating interface between Unreal 3, actual B-24 machinery, and Norden bombsight.

Metaversatility | *MMO Contract Artist*

2007 - 2008

- Designed and created 3D models and textures for *Club Scion* in There.com, an older MMO, life-sim site.

WRITING AND SPEAKING ENGAGEMENTS

Cengage Learning Author | *Author of "Game Development with Unity"*

Pub. Jan 2011

- Project-based book that takes the reader from the concept stages of a digital design through completion using the Unity Engine. The book includes full tutorials and explanations on all aspects of the engine, all source code and art assets, and the completed game and multiple snapshot saves of it up through completion.
- Designed, built, and implemented basic game to explore core concepts.

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&X in Savannah, GA and at the Digital Entertainment Conference at UMBC in Baltimore.

Savannah College of Art and Design | *Graduate-Level Course Designer*

2009 – present

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

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?*

AWARDS

- 2012 Zynga Game Pitch Finalist
- 2008 SCAD Best Thesis Award Co-Winner
- 2008 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 in 4-H Board Game competition, *Round-Up.*

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).

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