

Effie L Schwartz-Craighill

game designer

CONTACT

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<https://effie.sc>

SKILLS & TOOLS

Key Areas

- constraints-based game design
- prototyping | testing | iterating
- communication | documentation
- outlining | writing | editing
- implementation

Software

- G Suite | Microsoft Office
- Photoshop
- Jira | Trello
- Git | Github | Gitlab
- WordPress

Coding

- HTML | CSS | JS & jQuery | Vue.js
- node.js | mongo
- PHP | MySQL

Some Experience

- Twine
- Unity
- Amazon AWS/ec2

EDUCATION

UC Berkeley May 2012

B.A. in Rhetoric

Minor in Creative Writing

INTERESTS

- card games
- idle/incremental/clicker games
- online community
- storytelling | adaptation

EMPLOYMENT

Lead Game Designer | The Knights of Unity | February 2021 – July 2022

Content Design • Systems Design • Writing • Art Direction • Implementation

Card Hunter is an online RPG/CCG hybrid with over 1M users.

- Doubled player engagement with new expansions.
- Trained team in designing and implementing new content that fit the existing direction of the game.
- Preserved existing style & aesthetics with detailed art direction.
- Balanced a living PvP environment through data-driven playtesting and iteration.
- Improved loot economy by tweaking formulas and designing a crafting system.

Writer | Microfun | June 2020 – October 2021

Writing • Narrative Design • Systems Design • QA

Puzzle Legends is a mobile match-3/RPG hybrid soft-launched in multiple markets.

- Designed systems for character profiles, side stories, etc. to advance engagement goals.
- Supported the team with playtesting, bug reporting, and game design feedback.
- Pitched, designed, and art-directed characters, enemies, and environments.
- Concepted and scripted narrative content for cutscenes. Edited others' scripts.
- Built the game world together with others in a cooperative writers' room.

Game Designer | Blue Manchu Games | July 2014 – November 2018

Content Design • Writing • Implementation

Card Hunter (see above) was originally developed and maintained by Blue Manchu Games.

- Balanced PvE and PvP content through data-driven playtesting and iteration.
- Produced an Acquisitions Incorporated crossover expansion, working closely on encounter design and narrative with Penny Arcade's Jerry Holkins.
- Designed cards, items, enemies, and maps for several PvE & PvP expansions.
- Supported the community beyond active development with events and minor updates.

Co-founder | Position Matters | July 2016 – December 2018

Systems Design • Content Design • Narrative Design • Writing • Coding • Implementation

BlindOak Prow is an indie digital strategy card game that reached public beta.

- Designed game from physical paper prototype to final digital product.
- Balanced code constraints with game design needs; iterated on alpha player feedback.
- Fleshed out player experience with minigames including personality quiz and ranked queue idle game.

Co-founder | Lixivium Games | August 2013 – July 2017

Systems Design • Content Design • Management

Laboratory Mayhem is a strategy card game, successfully delivered through Kickstarter.

- Designed all game systems, including innovative resource system and multi-use cards.
- Directed development goals, with special oversight for game balance.
- Oversaw the worker-owned cooperative, running weekly management meetings.

Web Developer | Freelance | 2005 - 2020

Design • Coding • Implementation • Site Administration

Select clients include: Berkeley Lab, Parasound, and the US Chess League.

- Designed, built, and maintained websites for clients.