Effie L Schwartz-Craighill

writer & narrative designer

CONTACT

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https://effie.sc

SKILLS & TOOLS

Key Areas

– outlining | writing | editing

– communication | documentation

– constraints-based game design

– prototyping | testing | iterating

– implementation

Software

– G Suite | Microsoft Office

– WordPress

– Photoshop

– Jira | Trello

– Git | Github | Gitlab

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

– storytelling | adaptation

– online community

– card games

– idle/incremental/clicker games

EMPLOYMENT

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

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

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

— Doubled player engagement with new, narrative-driven expansions.

— Trained team in designing and implementing new content to fit the existing game world.

— Preserved existing style & aesthetics with detailed art direction and narrative style guide.

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.

— Concepted and scripted narrative content for cutscenes. Edited others' scripts.

— Built the game world together with others in a cooperative writers' room.

— Pitched, designed, and art-directed characters, enemies, and environments.

— Designed systems for character profiles, side stories, etc. to flesh out the narrative.

Also provided writing and narrative design for Merge Tales, Merge County, and Gossip Harbor.

Editor | Private Contract | 2020 – Present

— *Psyche & Eros* by Luna McNamara, forthcoming 2023 from HarperCollins and Orion Books

— Unannounced novel by Luna McNamara

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

Writing • Content Design • Implementation

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

— Produced an Acquisitions Incorporated crossover expansion, working closely on encounter design and narrative with Penny Arcade writer Jerry Holkins.

— Designed several PvE & PvP expansions with a top-down, narrative-first approach.

— Supported the community beyond active development with events and minor updates.

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

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

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

— Designed everything from the characters and setting to the core game systems.

— Fleshed out game world with narrative minigames including character-matching personality quiz.

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 to accommodate rich storytelling in a limited medium.

— 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.