

Zoe Rosenfeld

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Profile

Narrative designer with AAA game experience who thrives on creative collaboration. More than five years of experience as a writer and designer as a part of fast-paced creative teams.

Skills

Script writing • Narrative design • Social media • World building • Procedural story content creation • Troubleshooting narrative flow • Editing • Project management.

Relevant Experience

Writer: Mythical Games – 2020-2022

Contributed to world-building, character development, and first-time user experience content for *Blankos Block Party* (PC) and *Nitro Nation* (Mobile). Wrote/edited cinematic and mission scripts for *Blankos*. Developed content strategy for *Blankos* monthly “Party Pass.”

Narrative Designer and Editor (contract): Haiba, LLC – 2020-2021

Writing, reviewing and editing branching narratives for clarity of storytelling and gameplay. Working with other writers to strengthen narrative. QA testing for new writing software.

Social Media Manager: *Dreamboy* podcast – 2018–2020

Developed and managed social media voice on Twitter, Instagram, and Facebook. Worked closely with New-York based creative team to create a unified voice and message. Drove brand awareness and engagement.

Dialogue Assistant: Ubisoft Entertainment – 2011

Wrote and edited promotional material published on *The Daily Bubble*, the development blog for *Rayman Origins*. Wrote in-game dialogue for game and expanded lore published with pre-ordered art books.

Set Designer: Zoe Rosenfeld Designs – 2015–present

Realizing complex, self-directed projects. Managing small teams under a tight deadline while maintaining a high level of self-sufficiency. Contributing to overall project aesthetic and narrative throughout design process.

Teaching Artist/Education Apprentice: Actors Theatre of Louisville – 2017-2018

Reviewed and wrote coverage for over 200 plays in the New Voices Young Playwrights competition. Compiled and edited New Voices Young Playwrights Anthology. Taught playwriting to 6th-12th grade students. Managed schedules, organized office functions, and oversaw daily operations of Education Department.

Education

Reed College; Portland, OR – Bachelor of Arts in Theatre
Graduated with honors May, 2016

References

Charles Beacham

Lead Writer, Mythical Games
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M. Gabrielle Shrager

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