



# MEGAN SWAINE

## WRITER & GAME DESIGNER

I'm a game designer with stories to tell. I'm passionate about bringing meaningful, fun games to a casual audience, and specialize in making brands really come alive.



### JOB EXPERIENCE

- FREELANCE GAME WRITER** | FEB 2017 - Present  
TheThings.com, Fable Labs, Zimad Games
- GAME DESIGNER** | JAN 2015 - OCT 2016  
Beeline Interactive Canada
- WRITER/NARRATIVE DESIGNER** | MAY 2008 - JAN 2015  
Beeline Interactive Canada



### EDUCATION HISTORY

- SCREENWRITING & NARRATIVE DESIGN** | SEPT 2017 - AUGUST 2018  
Post-Grad Diploma, George Brown College
- ONLINE WRITING & INFO. DESIGN** | SEPT 2004 - JULY 2005  
Post-Grad Diploma, Centennial College
- CREATIVE WRITING** | SEPT 2000 - JUNE 2004  
Honours BA, York University



### CONTACT ME

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- Toronto, Canada



### PUBLICATIONS

- CAREER BUILDING THROUGH INTERACTIVE ONLINE GAMES**  
Rosen Publishing Group | Sept 2007
- CAREER BUILDING THROUGH ALTERNATE REALITY GAMES**  
Rosen Publishing Group | Jan 2008



### INTERESTS

- Poetry
- Folk Music
- World Religion
- Comedy
- Kitsch



### SOFTWARE

- MS Word 2010 ●●●●●●●●●●●●●●●●
- MS Excel 2010 ●●●●●●●●●●●●●●●●
- Adobe Photoshop ●●●●●●●●●●●●●●●●
- JIRA ●●●●●●●●●●●●●●●●
- Unity ●●●●●●●●●●●●●●●●



### STRENGTHS

- Writing ●●●●●●●●●●●●●●●●
- Narrative Design ●●●●●●●●●●●●●●●●
- Game Design ●●●●●●●●●●●●●●●●
- Puzzle Level Design ●●●●●●●●●●●●●●●●
- Production ●●●●●●●●●●●●●●●●



## NOTABLE PROJECTS 1/2

### ZOMBIE CAFÉ | 2010 & 2016

Zombie Café is a social mobile game that combines a typical café sim with zombie-related combat and humour.

#### Writer

- Sat in on brainstorming meetings and assisted in defining the game and the brand.
- Helped come up with recipe names/concepts.
- Collaborated with the team in defining the core concepts and mechanics of the game.
- Wrote humorous in-game copy.
- Wrote an entire promotional fake recipe book, complete with fake recipes.

#### Designer/Producer

- Years later, I returned to the project and took over full design and production responsibilities.
- I designed game updates that focused on both new content, and solutions to long-standing design/UX issues in the game.
- Collaborated with my team on what was feasible within the limits of the game's older tech.
- Use the project to learn/develop a deeper understanding of analytics.
- Was introduced to A/B testing via Swrve.

### SMURFS' VILLAGE & THE MAGICAL MEADOW | 2014 - 2015

SVMM is a builder/crafting game and is a sequel to Beeline's hit game from 2010, *Smurfs' Village*.

#### Writer/Game Designer

- Helped design earliest iteration of the game.
- Consulted on how to implement the quest system.
- Wrote all stories/quests from the beginning of the project to the end.

#### Lead Game Designer

- In 2015, I took over responsibility as design lead for updates, until the project was closed.
- Collaborated with the team on new features.
- Wrote design documents and created mockups/wireframes.
- Examined data and looked for ways to solve player drop-off issues.
- Re-designed the tutorial in order to increase player retention.

### SMURFS' VILLAGE | 2010 - 2016

Smurfs' Village is a social mobile town building game based on the successful comic book and TV series.

#### Writer/Game Designer

- In 2009, I wrote the initial pitch doc. Elements of this design (like the Smurf counter) were maintained after the design was revised to be more free-to-play oriented.
- Helped brainstorm items and characters to go along with features/mechanics the designer wanted to add.
- Created story arcs and wrote hundreds of quests over the years, which deepened the player experience and introduced them to new mechanics or content.
- Later on in the project, I sometimes helped design new features. For instance, I played a big role in defining the upgrade system for the Swoof Planet area.
- Made myself an invaluable resource on the Smurfs franchise and its history. This was essential to writing stories that were in the spirit of the brand, and was an asset to other designers.



## NOTABLE PROJECTS 2/2

### SMURFETTE'S MAGIC MATCH | 2014

#### Game Designer

Smurfette's Magic Match is a freemium match-3 puzzle game based on the Smurfs brand.

- Helped brainstorm gameplay mechanics and visual design (items, power-ups, etc.).
- Wrote the story/dialog.
- Designed the vast majority of the game's match-3 puzzle levels.

#### Design Lead

- Later on, I took over responsibility for writing design docs for updates and collaborating on new features.

### GHOSTBUSTERS | 2013

#### Narrative Designer

- Designed an original story arc with the characters that was in keeping with the spirit of the brand and seamlessly accommodated the game's design.
- Made myself an expert on the brand.
- Contributed input on the revised design of the gameplay progression and upgrade system.
- Designed the narrative and quest progression.
- Wrote dialog.
- Helped define original characters for the game.
- Wrote the tutorial.

### MONSTER HOSPITAL | 2012 - 2013

#### Writer/Game Designer

Monster Hospital is a fast-paced management game (in the same style as Diner Dash) where the player moves monsters through different phases of hospital treatment before the timer runs out.

- Helped design the quest progression.
- Defined characters, lists of diseases, list of "emergencies".
- Created comedic story arc.
- Wrote dialog.

### MONSTER PET SHOP | 2011

#### Writer/Game Designer

Monster Pet Shop is a social mobile pet shop sim in which the player raises and sells adorable monsters.

- Played a large part in designing the dialog tree and customer interaction system.
- Defined characters and monster types.
- Wrote dialog and quest progression.
- Offered feedback on tutorial and UI issues.

### RESIDENT EVIL: UPRISING | 2009

#### Writer/Game Designer

*Resident Evil: Uprising* is a 2D mobile adaptation of *Resident Evil 2*. It combined exploration/puzzles with a simple combat system for shooting zombies. It used the same engine as Capcom Mobile's *Resident Evil: Genesis*.

- Retro-fit the RE2 story to suit the size and scope of the game. This required condensing the original script and writing some supplemental material to maintain cohesion.
- Designed the layout of all areas of the game, such as the police station and the lab.

(Please refer to my LinkedIn profile for a comprehensive list of all titles worked on.)