

# Nathanial P. Strickland

## CAREER SUMMARY

*Game Design and Production professional with 6+ years of experience designing AAA console and mobile games. Skilled at game production, live services, systems design, content design, and scripting.*

## SKILLS/TOOLS

**Software:** Microsoft Office, Hansoft, Jira, Confluence, Perforce, Adobe Photoshop, Adobe XD

**Languages:** SQL, XML, HTML5 & CSS3, JavaScript, C#, Java, Python, Lua

**Engines:** Unity, Unreal 4, Lumberyard

## PROFESSIONAL EXPERIENCE

**Machine Zone, Palo Alto, CA**

**February 2019-Present**

***Game Designer- Final Fantasy XV: A New Empire***

- Collaborated with live operations team to create compelling content and extend core progression to meet revenue targets.
- Worked closely with product owners to define optimal sales strategy for new features while balancing progression and meta.
- Used game analytics to determine game health, ensuring that feature roadmaps were aligned to both business and player goals.
- Balanced and tuned combat across *Hero, Troop, and Gear* features ensuring overall combat balance was maintained.

**Carbonated Inc, El Segundo, CA**

**February 2017-November 2018**

***Lead/Senior Game Designer-Racing Rivals***

- Coordinated with Creative Director to redefine the core loop for new player progression, engagement, and retention models.
- Engaged in stakeholder management by pitching concepts to publisher and adjusting design needs.
- Worked with NBC Universal to incorporate Fast & Furious content and event series into Racing Rivals.
- Spearheaded the design of multiple features and content releases that increased engagement and monetization.
- Balanced mechanics, core features, pacing, and game economy based on analytics.
- Pioneered and improved the existing Live Services pipeline, tools, and methodologies.

***Game Designer-Unreleased Title***

**July 2016-February 2017**

- Created game design documentation, system designs, and balanced core gameplay systems.
- Designed content creation pipeline improvements and built additional tools that increased content team's overall productivity.

**Electronic Arts-EA SPORTS, Orlando, FL**

**October 2015- July 2016**

***Associate Game Designer-Madden NFL 2017***

- Compiled simulation data into presentation ready graphs and Excel workbooks for senior management to use.
- Rebuilt and balanced auto generated draft classes to match real world draft compositions more closely.
- Updated and improved *Connected Franchise News Feed* articles, personalities, and logic to increase player immersion.

***Associate Designer-Madden NFL Mobile***

**December 2013-October 2015**

- Designed and implemented seasonal programs that increased overall user engagement, retention, and monetization.
- Re-designed and re-built all content and economy standards for Madden NFL Mobiles Season 2 launch.
- Reviewed analytic data in order to improve player engagement, content creation, and devise new features.
- Designed and drove the implementation of multiple features including the *VIP Rewards Program* and *Player Comparison*.
- Collaborated closely with engineers, producers, and creative leadership on quality and impact of new features.

***Design Intern-Madden NFL 2015***

**September 2013-December 2013**

- Designed and documented the complete overhaul of multiple onboarding features, interfaces, and interactions.
- Designed the highly interactive *Notification System* functionality and logic for Madden Ultimate Team.
- Collaborated with multiple game teams externally and across Electronic Arts.
- Created the Madden Ultimate Team *Objectives System* that exposed players to the many different features of the mode.

## EDUCATION

**University of Central Florida (FIEA)**

*Masters of Science Interactive Entertainment*

**University of South Florida**

*Bachelors of Science Information Technology*