

David K. Fried
Design & Narrative Director
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Creator of worlds, characters and stories, I bring ideas to life through gameplay systems and story telling using my wealth of knowledge obtained from over 20 years of game and narrative design.

Work Experience

Director of Design, David.K.Fried Consulting, Worldwide – 01/2009 – Present

DesignerDave Korat, Thailand – Founder – 07/2017 to Present

<http://designerdave.world>

Designer Dave is a global consultant, game creator, and design teaching persona.

- Design, creation, and daily management for Geekwords, a tv trivia crosswords App.
 - <http://designerdave.world/geekwords>
- DesignerDave on YouTube, the creation of game industry and game design related videos.
 - <https://www.youtube.com/user/Marakanis>

Infinity Levels Bangkok, Thailand – Lead Design (On Location & Remote) – 09/2016 to 07/2017

<http://www.infinitylevels.com/>

Infinity Levels was a mobile game developer.

- Helped analyze and adjust the design for a high quality mobile RPG, Blades of Revenge, a hardcore tactics RPG. <https://www.youtube.com/watch?v=tgXnbWWeCXY>
- Redesign for Ranch Racing, a cute animal racing game with a Ranch building meta. <https://www.youtube.com/watch?v=VBjblUMqNHM>

Edgecase Games Zhuhai, China – Design Direction (On Location & Remote) – 05/2016 to 07/2016

<http://www.edgecasegames.net/>

Edgecase is the developer of the Space Battleship MOBA, Fractured Space.

- Advice and consultation on inter-cultural work relationships with Chinese teams.
- Core combat design for a 3rd person mecha-based mobile game.
- Provided story and character related feedback and early game narrative.
- Advised and provided feedback to Chinese development team.

PuzzleNation Connecticut, USA – Design Direction (Remote) – 04/2014 to 04/2016

<http://www.puzzlenation.com/>

PuzzleNation is a premier word puzzle app developer from Penny Dell Press.

- Designed and documented 12 games based on desired specifications and licenses.
- Dynamic updates in design and marketing to increase weekly income from under \$2k to over \$10k.
- Used monetization and marketing knowledge to increase revenue by 200% from 2014 to 2015.
- Designed UX changes that increased MAUs from 30,000 to over 180,000 in less than a year.
- Wrote and developed new IPs for potential branding and story related content.

Pixelmatic Shanghai, China – Narrative Director & Design Consultant (Remote) – 01/2014 to 01/2017

<https://www.pixelmatic.com/>

Pixelmatic is an innovative app developer bringing foreign companies into China's market.

- Writing and design for Clash of Clans styled sci-fi spaceship combat game.
- Coordination of talent, including: artists, V.O., designers, etc.
- Design liaison for Roadhouse Interactive on Warhammer 40k: Carnage.

Wooga Berlin, Germany – Narrative Director & Design Consultant (On Location) – 08/2014 to 01/2015

<http://www.wooga.com/>

Wooga is a premier mobile game developer with over 50 million players per month.

- **Warlords** (Tactical RPG for mobile)
 - World lore and story creation for a new fantasy style turn based tactics rpg for mobile.
 - Core gameplay redesign and revamp to revitalize core studio interest.
 - Creation of and integration of lore and stories into gameplay.
 - Training and mentoring for studio game designers.
 - <https://warlordsofaternum.com/>

IronFront CA, USA – Narrative Director & Design Consultant (Remote) – 07/2014 to 01/2015

IronFront is a new startup looking to make a name for itself.

- Core design, story, lore, for unannounced action 3/4th overhead shooter.

Blue Byte, Dusseldorf, Germany – Design Direction & Management (On Location) - 01/2013 to 08/2013

<http://bluebyte.de.ubi.com/en/>

Blue Byte is a premier AAA and mobile developer in Germany.

- General: Studio Responsibilities
 - Spoke with 24 designers in the studio to analyze design processes and company issues.
 - Crafted a plan to address low morale of designers and improve company dynamics.
 - Gave in depth feedback on several projects for accessibility of design and UI.
- **Assassin's Creed Identity** (Action RPG iOS and mobile)
 - Created high quality core gameplay systems with a team of in-house designers.
 - Recommended designers to be moved to the project from other teams to increase morale and add to the quality of the design staff for their crown jewel project.
 - Developed a modernized and ethical monetization system to increase player retention and positive perception.
 - Story and Design frame concepts and feedback.

Anthive Games, Shanghai, China – Design and Narrative Direction (Remote) – 03/2012 to 03/2013

<http://www.anthivegames.com/>

Anthive Games is an ambitious startup mobile developer in China.

- Critterville (mobile/PC, Town Sim style game)
 - Game and monetization systems design for a town sim character based game.
 - Unique dress-up to Quest system.
 - True social game design: hide and seek system, mail, collaborative gardening, etc.
 - UI interface, level design and concept art direction.

Tarsier, Karlshamn, Sweden – Design Direction (On Location) – 07/2010 to 11/2010

<http://tarsier.se/>

Tarsier develops innovative game concepts that consistently wow players.

- Unannounced Competitive Space Combat Game (PSPVita)
 - Developed design and story concepts for a new competitive pvp space combat action strategy game.
 - Crafted multiple documents for multi-layered cohesive systems that develop RPG elements, tiered progression and skill development.
- **Little Big Planet Vita** (PSPVita)
 - Created documents and practices for hiring a design team to make the product.
 - Conducted interviews, designed and analyzed tests, and met with potential designers to determine if they fit the project's needs.
 - Designed and documented the best practices for the level design of the project.
 - Came up with several scenarios for the project's game design.

Spicy Horse, Shanghai, China – Design Direction (On Location) – 12/2009 to 12/2011

<http://spicyworld.spicyhorse.com/>

Spicy Horse is American McGee's latest development studio.

- **Akaneiro : Demon Hunters**
 - Crafted all game systems and non-gameplay systems for the Action/RPG Akaneiro.
 - Created simplified design documents and PPTs for use in enticing publishers.
- **Cancelled : MOBA Style 3rd Person Team v Team Action Shooter**
 - Systems design of characters, abilities, weapons and defensive elements.
 - Full multiplayer balance for both pvp and pve gameplay.
- **General: Studio Responsibilities**
 - Crafted initial game overviews for multiple projects, including PPTs for pitching to publishers and systems design for prototyping.
 - Developed revolutionary monetization systems to compete in the free to play market.
 - Oversaw game design on all projects with an eye for studio capabilities and scheduling.
 - Education of general staff in basic game design and quality principles.

Ubisoft, Shanghai, China – Lead Game Designer/Design Direction 01/2009 – 07/2009

<http://www.ubisoft.com>

Ubisoft is an internationally recognized developer that makes one game in different skins.

- **Heroes of Might and Magic (X360, PS3, RTS, RPG)**
 - Iterative design and documentation for quest, monetary and ability systems.
 - Multiple drafts of possible storylines.
 - Multiple presentations to sell the game to management.
- **I Am Alive (X360, PS3, Action/Disaster Game)**
 - Redesign of core gameplay systems, story, and new vision and direction for the game.
 - Multiple presentations to sell the game to management.
 - Managed a team of 30+ artists, programmers and designers.
 - Mentored junior designers in the ways of design.

SuperVillain Studios, Santa Ana, CA – Senior Designer 08/2007 – 12/2008

<http://www.supervillainstudios.com>

SuperVillain Studios is a company specializing in new intellectual properties.

- **Cancelled Title (Wii, RPG)**
 - Drafted original story, world and characters and crafted summaries for team consumption.
 - Aided in first pass design on combat and navigation systems.
 - Designed, documented, blocked out and scripted areas.
 - In charge of organization and placement of quests for the game.
 - Corresponded between designers, directors, artists and programmers to ensure that systems were being implemented to specifications.

The Collective, Newport Beach, CA – Senior Designer 05/2006 – 06/2007
Designer 05/2005 – 05/2006

<http://www.collectivestudios.com>

The Collective was a top developer of licensed game titles for the PC, X-Box and PS2.

- Silent Hill V (X360, PS3, Horror Game)
 - Created initial designs for several single player levels.
 - Corresponded between designers, directors, artists and programmers to ensure that systems were being implemented to specifications.
 - Oversaw writing team to ensure that proper content was created for the game.
- The Da Vinci Code – Writer and Designer (Xbox, PS2, PC, Action/Adventure/Puzzle Game)
 - Assisted in design of the combat dynamic used throughout the game.
 - Crafted over 80% of the puzzles in the game.
 - Designed over 1/3rd of the single player campaign.
 - Worked with level designers to ensure levels were consistent in quality.
 - Wrote all cutscenes for the game based on the book to create plausible additional story.

Oddworld Inhabitants, San Luis Obispo, CA - Game Designer 10/2003 – 02/2005

<http://www.oddworld.com>

Oddworld was a leading developer of first person shooter and adventure games for the X-Box.

- Oddworld: Stranger's Wrath – Game Design (Xbox, First Person Shooter)
 - Designed, modeled and scripted numerous single player levels and boss encounters.
 - Assisted in the design of game mechanics, game systems and non-gameplay systems.
 - Wrote dialogue, descriptions and tool tips for the game and manual.

Blizzard Entertainment, Irvine, CA - Level Designer 06/1998 – 09/2003

<http://www.blizzard.com>

Blizzard is the premier developer of Real-Time Strategy and Role-Playing games for the PC.

- World of Warcraft – Quest Design (PC, MMORPG)
 - Designed characters (names, personalities, dialogue), and multiple quests.
 - Assisted in setting standards for quest design and design development.
- Warcraft III, Warcraft III: The Frozen Throne – Campaign Design (PC, RTS)
 - Designed, modeled, and scripted campaign levels and in-game cinematics. (Levels available upon request).
 - Designed and modeled several multiplayer levels.
 - Assisted in the design of game mechanics, game systems (heroes, abilities, units, etc) and non-gameplay systems (multiplayer rewards, etc).
 - Writing and editing for the manual, character dialogue, and in-game help functions.
- Starcraft 64 – Level Design (N64, RTS)
 - Designed and scripted the bonus level.
 - Wrote the background story and assisted in the creation of the script for the bonus level.