

David K. Fried
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Work Experience

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

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

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

Infinity Levels is a mobile game developer able to create a wide range of games.

- Helped fix some of the design for a high quality mobile RPG, Blades of Revenge, a hardcore strategy RPG. <https://play.google.com/store/apps/details?id=com.linecorp.LGBOR>
- Redesign for Ranch Racing, a cutesy animal racing game with a Ranch building meta.
- Complete design and live updates for Geekwords, a crossword puzzle app focused on popular tv shows. <https://play.google.com/store/apps/details?id=com.infinitylevels.geekwords>

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 Present

<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 rpg for mobile.
 - Core gameplay redesign and revamp to revitalize core studio interest.
 - Integration of lore and stories into gameplay.
 - Training and mentoring for studio game designers.

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.

- Unannounced (iOS, 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 Director 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.

Skills Summary

- Extensive gameplay and monetization design knowledge in almost every genre.
- Years of training designers to think through the design process from beginning to end.
- Exceptional writing skills for design documentation, storyline, marketing, etc.
- Excellent presentation abilities for developing and presenting new IPs.
- In depth hands on knowledge of analytics/data analysis, with the ability to determine verifiable app improvements to improve user retention and conversion.
- Experience with Agile and Scrum development systems.

Side Projects

- Ranch Racing, a cartoon script.
- Kid RPG, a pen and paper RPG and the gamification of parenting.
- Fake Boyfriend, a feature length Screenplay.
- Jessa the Pirate Queen, a Graphic Novel
- One True God, a Graphic Novel
- Mis-matched, a TV Pilot.
- Empty Booth, a screenplay Short Film.