

# ALEXANDRA M. LUCAS

Game Writer & Narrative Designer

alexandra.mercer.lucas@gmail.com

425.686.9688

alexandramlucas.com

## ACHIEVEMENTS

- **Chapter Contributor:**
  - *Love & Electronic Affection* (CRC Press | **2020**)
  - *Encyclopedia of Sexism in American Films* (Rowman & Littlefield Publishers | **2019**)
  - *Pop Culture Matters* (Cambridge Scholars Publishing | **2019**)
  - *Digital Love: Romance & Sexuality in Games* (Taylor & Francis | **2017**)
- **Selected Short Fiction & Poetry Publications:**
  - "In The Deep," *HamLit Spring Issue: Alter Ego* (HamLit.org | **April 2021**)
  - "Cherry," *Whatcom Writes: Reconciliation* (Borderline Press | **February 2021**)
  - "With You," *HamLit Summer Issue: Second Place* (HamLit.org | **August 2020**)
  - **Merit Award**, "Leftover," Sue C. Boynton Poetry Contest (Public Display & Chapbook | **April 2020**)
  - "Manna is Where You Make It," *Whatcom Writes: Discovery* (Borderline Press | **March 2020**)
- **Mentee:**
  - ArenaNet Game Narrative Mentorship Program | **2018**
  - Diversity in Games Alliance, Amplifying New Voices GDC Bootcamp | **2017**
- **Speaker: Game Developers Conference**
  - *Have Laptop, Will Telecommute* | **2019**
  - *Building Inclusive Studio Culture* | **2019**
  - *Beyond Blue-Skinned Space Babes* | **2018**
  - *Q&A for New Writers* | **2018**
  - *Advocacy Microtalk* | **2018**
  - *Get Noticed & Get Hired* | **2017**
  - *IGDA Serious Games Roundtable* | **2016–2018**
- **Speaker: PAX Dev & PAX Online**
  - *Online: DigiPen Discord AMA: Diversity & Inclusion* | **2020**
  - *Dev: Represent & Retain* | **2019**
  - *Dev: How Disney Emoji Blitz Combats Anxiety* | **2018**
  - *Dev: The Triple Goddess in Mass Effect* | **2017**
  - *Dev: Oh, the Humanities!* | **2016**
- **Speaker: GeekGirlCon**
  - *Bringing Gender Identity from SF Lit to Game Dev* | **2017**
  - *Networking Event Co-Coordinator* | **2017–present**
- **Platinum Award:** GDC Game Narrative Review Competition | **2015 & 2016**

## ORGANIZATIONS

- IGDA Serious Games SIG Co-Chair
- IGDA Global Mentor; Wellesley Mentor
- WGA-West Video Games Caucus Member
- GDC Conference Associate, 2015 & 2016
- AmeriCorps VISTA, Mpls, MN, 2010–2011

## GAME & TECH DEVELOPEMENT

### CRAZY MAPLE STUDIO

**Narrative Designer** • [Sept 2020–present]

- Collaborate with contract writers to adapt published romance novels into F2P interactive novels in *Chapters* mobile app

### DAY7 INTERACTIVE

**Game Writer & Narrative Designer** • [March 2020–Sept 2020]

- Developed characters, overall narrative, and dialogue for *Tarte Tales*, a Match-3 Facebook game

### IMMERSED GAMES

**Game Writer (contract)** • [Sept 2016–Jan 2019]

- Wrote interactive dialogue in *Inkewriter*, designed quests with proprietary tools, and created NPCs for *Tyto Online*
- Wrote linear dialogue & storyboarded cinematics (2 min)
- Documented metrics to ensure inclusive representation

### MICROSOFT CORTANA CCC TEAM/MAQ CONSULTING

**Content Writer (contract)** • [Nov 2016–Sept 2018]

- Wrote & edited Cortana responses according to brand voice
- Analyzed user queries & Cortana responses to maintain digital assistant's professionalism and optimize intelligent & delightful engagement
- Devised methodology for evaluating Cortana response relevance & appropriateness

### LIVE STORIES

**Writer & Narrative Designer (contract)** • [Feb 2018–July 2018]

- Designed narrative, created characters, & wrote dialogue for mobile interactive novels
- Shipped May 2018: *Remember Me* (Chap. 1); *Sunflower* (Chap. 1) written

### PLARIUM GLOBAL

**Writer & Localization Specialist (contract)** • [Jan 2016–June 2016]

- Designed character-driven quest campaigns for 10+ mobile & browser RTS games
- Wrote creative copy & in-game text for western, English-speaking audience

## EDUCATION

### DIGIPEN INSTITUTE OF TECHNOLOGY

**Coursework toward B.A., Game Design** • [2012–2016]

- Team games at PAX West: *Relic*, *Miraculous*, *Lightmare*

### WELLESLEY COLLEGE

**B.A., French & English (Creative Writing)** • [2005–2009]

### BRITISH AMERICAN DRAMA ACADEMY

**Shakespeare Writing Program in London** • [Fall 2007]