

ZOE MORGAN

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PROFESSIONAL OVERVIEW

Narrative-focused game designer with 6 years of experience designing gameplay systems & features while writing player-facing content in various projects, including a AAA live service game. Seeking to use storytelling and technical skills to create immersive and compelling experiences for players globally.

WORK EXPERIENCE

Game Designer II

Electronic Arts - Maxis, Remote | Oct 2021 - Present

The Sims 4 - Life & Death (Expansion Pack) - 2024

- Wrote design documentation and implemented gameplay features (Tarot, Grim Career, Undertaker Career, Thanatology Skill) during a 6 month production period. Met with cross-functional partners to determine deliverables. Collaborated with designers on iterative changes and acted on feedback from milestone playtests.
- Wrote design documentation for additional features (Heirlooms, Festivals), facilitated hand-off for incoming designers.
- Wrote player-facing text for Tarot card descriptions, card readings, career descriptions, career chance cards, and career guidance over a 3-month period leading up to Text Lock. This provided immersive context for the feature's experiences, interactive lore, and informed gameplay outcomes.
- Assisted Branding and Art with choosing thematic EPI rewards that best fit the pack.

(Previously Game Designer I)

The Sims 4 - For Rent (Expansion Pack) - 2023

- World Designer and Pod Lead for World/Culture features.
- Wrote design documentation and implemented gameplay features (World, NPCs, Townie Secrets) during a 6 month production period. Met with cross-functional partners (Art, Engineering, XD, Audio) to determine deliverables. Iterated on additional features (Tiger Sanctuary/Adoption) and troubleshooted bugs during a 3 month post-production period. Acted on feedback from weekly playtests.
- Wrote additional design documentation for features (Snooping, Traits, World Introduction, TukTuks)
- Wrote player-facing text for world lore, NPC backstories, secrets, and chance cards over a 3 month time period leading up to Text Lock. Secrets gave players incentive for higher feature engagement and chance cards provided a narrative experience while the sim was hidden.
- Cataloged existing Sim's Universe "brands" and developed a prototype/outline for documenting lore (Lore Bible) in Notion.

The Sims 4 - Growing Together (Expansion Pack) - 2023

- Implemented gameplay features during a 6-week sprint (Diaper Changing Table, Baby Shower Event, Newborn Outfits). Partnered with designers to actualize their designs and met with cross-functional partners to receive incoming assets.
- Wrote player-facing text including event descriptions, player goals, drink items, and outfit names.

The Sims 4 - Bathroom Clutter, Simtimates Collection (Kits) - 2023

- Tuned gameplay objects and set pricing for catalog items. Supplied 2 months of support as the sole designer (on call) for bug fixes leading up to launch.

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WORK EXPERIENCE CONTINUED

The Sims 4 - High School Years (Expansion Pack) - 2022

- Wrote design documentation and implemented gameplay features (Aspirations, Food, NPC's, and CAS quiz) during a 6 month production period. Met with cross-functional partners to determine deliverables. Iterated on additional features (Trellis Ladder, Trait Based Rejections) and troubleshoot bugs during a 3 month post-production period. Acted on feedback after weekly playtests.
- Wrote player-facing text for world lore, item descriptions, NPC backstories, Social Bunny posts, chance cards, dialogue, and additional in-game text.
- Organized and cataloged existing lore from The Sims series in a Miro Board mind map.

Narrative Designer/Dialogue Editor

Squanch Games, Raleigh NC | 2019 - 2021

- Established the studio's narrative pipeline over the course of 6 months - streamlined the process for incoming narrative content by determining order of operations and deadlines for scripts, recording sessions, editing, and in-game implementation.
- Iterated on the existing excel format needed to maintain all narrative content. Produced, organized, and managed this dialogue database (a series of interconnected excel sheets, divided by scenes and broken down into character lines. Used for dialogue tracking, recording sheets, audio file name documentation, and CSV importing into UE4 for sequence generation).
- Led a team of 4 Content Designers in implementing narrative structure, designed branching narrative scripts, and staged major story beats in Unreal Engine 4.
- Conducted, directed, and supervised all recording sessions. Transcribed additional improvised takes and edited recordings into singular audio clips for implementation (producing roughly 7000 VO files in a 9 month period).
- Managed social media/marketing for Trover Saves the Universe & Important Cosmic Jobs DLC - 2019-2020 by solely running all social media platforms with scheduled and non-scheduled posts. Responsible for writing social copy, marketing beats, and outgoing newsletters. Handled influencer outreach, graphic design, convention PR, and trailer edits.

EDUCATION

Savannah College of Art & Design | GA | Master of Arts

Interactive Design & Game Development (4.0 GPA)

2017-2018

Savannah College of Art & Design | GA | BFA

Animation

2013-2017

PROFESSIONAL DEVELOPMENT

Game Writing Masterclass | The Narrative Department, Remote

2023

Fellow and Star Coordinator | Girls Make Games, Boston MA

2018

SKILLS

- Proprietary Engine • Unreal Engine 4 • Wwise • JIRA • P4 • Twine
- Adobe Photoshop • Adobe Premiere Pro • Google Suite • Slack
- Systems Design • Quest Design • Procedural Narrative • Story/Character Development • Creative Writing
- Branching Narrative • Cataloging Information • Audio Editing • Voice Direction • Research