

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 Expansion Packs: Enchanted By Nature (2025), Life & Death (2024), For Rent (2023), Growing Together (2023), High School Years (2022)

- Led narrative development to produce intentional and cohesive storytelling throughout *Enchanted by Nature*. Facilitated collaboration meetings, led lore creation, reviewed writing, and mentored designers on narrative best practices.
- Wrote design documentation and implemented systemic gameplay features within a proprietary engine. Met with cross-functional partners to determine deliverables. Collaborated with designers on iterative changes and acted on feedback from milestone playtests. Fixed 200+ bugs during post-production.
 - ★ Fairy CAS, *EBN* NPCs, Quests/Fables, Fairy Journey, Fairy Dust, Plant Lover Trait, Notebook Updates, Tarot, Grim Career, Undertaker Career, Thanatology Skill, *FR* World, *FR* NPCs, Townie Secrets, Tiger Sanctuary & Adoption, Teen Aspirations, *HSY* Food, *HSY* NPCs, CAS Quiz, Trellis Ladder, Trait Rejections
- 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 leading up to Text Lock.
 - ★ Quest/Fables' short stories, quest objectives, puzzle/riddles, Tarot card descriptions, Tarot card readings, Grim/Undertaker career text, career chance cards, Neighbor Secrets, world chance cards, event descriptions, player goals, food/drink items, infant outfit names, Social Bunny posts, world lore, item descriptions, character bios, dialogue, notifications, and character/location names.
- Acted as a narrative consultant for Branding & Marketing to produce trailers and marketing material.
- Wrote design documentation for unassigned features, facilitated hand-offs for incoming designers.
 - ★ Heirlooms, Life & Death Festivals, Snooping, Traits, World Introduction, TukTuks
- Assisted Branding and Art with choosing thematic EPI rewards
- Pod Lead and World Designer on *For Rent*.
- Cataloged existing Sim's Universe "brands" and developed a prototype/outline for documenting lore (Lore Bible) in Notion.
- Organized and cataloged existing lore from The Sims series in a Miro Board mind map.

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

- Tuned gameplay objects and set pricing for catalog items. Supplied 2 months of support.

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WORK EXPERIENCE CONTINUED

Narrative Designer/Dialogue Editor

Squanch Games, Raleigh NC | 2019 - 2021

Trover Saves the Universe (2019), Important Cosmic Jobs - DLC (2020), High on Life (2022)

- Established a narrative pipeline and streamlined the process for incoming narrative content by determining order of operations, deadlines, recording session documentation, editing, and in-game implementation.
- Iterated on existing Excel format used to maintain all narrative content. Produced, organized, and managed the project's dialogue database (which housed text, audio file, sequence type) and produced the CSV used to generate UE4 sequences.
- Led a team of 4 Content Designers implementing narrative, designed branching dialogue scripts, and staged major story beats in UE4.
- 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, running all social media platforms. Wrote social copy, marketing beats, and external newsletters. Handled influencer outreach, graphic design, and convention PR.

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