

# MATTHEW OWENS, ESQ.

## Game Designer

### CONTACT



561.758.2498



MatthewOwensEsq@gmail.com



www.MatthewOwensEsq.com

### EDUCATION

MS in Interactive Entertainment

Florida Interactive Entertainment Academy

Fall 2015 - Fall 2016

GPA: 3.95

Juris Doctor, Cum Laude

University of Florida Levin College of Law

Fall 2011 - Spring 2014

GPA: 3.56 (Top 20%)

### SKILLS

- C#
- Unity
- XD
- Confluence
- Miro
- Documentation
- InDesign
- Perforce
- Illustrator
- Fictional Writing
- Photoshop
- Audacity
- Premiere
- JIRA
- Mediation
- IP Law

### WORK EXPERIENCE

#### Game Designer II

ELECTRONIC ARTS | MAR. 2021 – PRESENT | Orlando, FL

##### Unannounced Project

- Systems Design Lead for narrative-focused career experience.

##### Madden NFL 23

- Design Lead for the Face of the Franchise, our narrative-focused career experience.
- Established vision and led team in documentation, iteration, and implementation.
- Design Owner for Side Activities system, allowing users to make interesting strategic selections on free time usage to prepare for each game and develop off the field.

##### Madden NFL 22

- Design Owner of Yard Campaign and Face of the Franchise's prologue, Road to the Draft.

#### Game Designer I

ELECTRONIC ARTS | NOV. 2019 – MAR. 2021 | Orlando, FL

##### Unreleased Project

- Developed and presented Unity prototypes for key frontend systems and menus.
- Coordinated with UXR department to put Unity prototypes directly in the hands of mock end-users, allowing for accurate, actionable feedback sooner than ever before.
- Design Owner for multiple reward, progression, and accessibility systems.

#### Associate Game Designer

ELECTRONIC ARTS | AUG. 2016 – NOV. 2019 | Orlando, FL

##### NBA LIVE 19

- Design Owner for both The Rise and The World Tour game modes of NBA LIVE 19.
- Continued to lead design on creation and implementation of narrative content.
- Identified game-wide design discrepancies in pre-game lobbies, organized solution.

##### NBA LIVE 18

- Design Owner for the Conversation System feature & more for NBA LIVE 18.
- Led narrative design team in creating, implementing, and iterating all narrative content.
- Wrote logic to determine where and how conversations spawn throughout the game.

#### Associate Attorney

MRACHEK LAW | MAY 2014 - AUG. 2015 | Stuart, FL

Handled corporate litigation and intellectual property cases for a range of clients.

### PROJECTS

#### Ley Lines

Project Lead, Lead Writer, Narrative Designer | DEC. 2015 – AUG. 2016 | FIEA – ORLANDO, FL

Led an interdisciplinary team of fourteen in the development of our large-scale graduate thesis project. Built in Unreal Engine 4.10. Published on Steam.

- Designed and coordinated final narrative encounter so that gameplay, visuals, and sound all reflected the main character's strength being stripped away.
- Used UE4's visual scripting language to add polished scene and audio transitions.
- Implemented data-driven improvements based on metrics collected from playtesting.