

# Nathaniel P. Strickland

## SKILLS/TOOLS

**Leadership & Management:** Team Leadership, Project Management, Stakeholder Engagement, Strategic Planning

**Software:** Microsoft Office, Jira, Confluence, Perforce, Adobe XD, Unity, Unreal 4, Lumberyard

**Languages:** SQL, XML, HTML5 & CSS3, JavaScript, C#, Java, Python

**Data & Analytics:** User Data Analysis, KPI Monitoring, Feature Roadmapping, A/B Testing

**Game Design:** UI/UX Design, Systems Design, Live Ops, Content Creation, Game Economy Balancing

## PROFESSIONAL EXPERIENCE

**NetEase North America (Remote)**

**March 2023 – November 2024**

*Lead Game Designer – LifeAfter*

- Product Owner for key UI redesign initiatives for LifeAfter PC, enhancing user experience and elevating engagement.
- Spearheaded the creation of onboarding narratives and tailored sequences to boost user retention and immersion.
- Provided strategic direction on design elements, ensuring product alignment with North American market preferences.

**Hi-Rez Studios, Alpharetta, GA**

**May 2021 – March 2023**

*Senior Game Designer – SMITE*

- Led the conceptualization and execution of SMITE's UI redesign, significantly improving user satisfaction and retention.
- Product Owner for SMITE NIGHT, a weekly event system which improved player engagement and recurring retention rate.
- Led cross-functional teams including Analytics, Product, and Marketing to align features with player trends and business goals.
- Mentored junior designers, fostering growth in system design, balancing, and event creation.
- Streamlined documentation and production practices, improving team efficiency and communication.

**Machine Zone, Palo Alto, CA**

**February 2019 – May 2021**

*Game Designer II - Final Fantasy XV: A New Empire*

- Led live operations content development to meet revenue targets and drive user engagement.
- Defined sales strategies for new features in collaboration with Product Management, balancing progression and monetization.
- Utilized game analytics to ensure the health and alignment of game features with both business and player objectives.
- Balanced combat systems, ensuring a well-maintained competitive environment across all gameplay mechanics.

**Carbonated Inc, El Segundo, CA**

**July 2016 – November 2018**

*Lead/Senior Game Designer – Racing Rivals*

- Led the redesign of core gameplay loops, focusing on player progression, retention, and engagement.
- Managed stakeholder relations, pitching and refining game concepts with publishers and external partners like NBC Universal.
- Directed the integration of Fast & Furious content into Racing Rivals, resulting in increased engagement and monetization.
- Revamped live service pipelines, enhancing tools and methodologies to streamline game content releases.

**Electronic Arts – EA SPORTS, Orlando, FL**

**October 2015 – July 2016**

*Associate Game Designer – Madden NFL 2017*

- Led the analysis and presentation of simulation data, providing insights for senior leadership.
- Overhauled draft class generation to align more closely with real-world compositions, improving player immersion.
- Improved Connected Franchise mode by updating news feed articles and logic to enhance user experience.

*Associate Designer – Madden NFL Mobile*

**December 2013 – October 2015**

- Designed and implemented VIP Rewards Program that increased user retention, engagement, and monetization.
- Re-designed economy and content standards for Madden NFL Mobile's Season 2, boosting game balance and player satisfaction.
- Led feature development in collaboration with engineers, producers, and leadership, ensuring high-quality delivery.

## EDUCATION

**University of Central Florida (FIEA)**

*Master of Science Interactive Entertainment*

**University of South Florida**

*Bachelor of Science Information Technology*