



# Michael

## ANDERSON

### NARRATIVE DESIGNER

Accomplished Narrative Designer with extensive experience in the mobile gaming industry. Recognized for creating engaging narratives that drive player retention and monetization. Expertise in developing storylines that integrate seamlessly with gameplay mechanics and enhance user experience. Strong analytical skills utilized to assess player behavior and preferences, allowing for data-driven narrative decisions.

#### CONTACT

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- 📍 San Francisco, CA

#### SKILLS

- mobile gaming
- player retention
- character-driven storytelling
- data analysis
- cross-functional collaboration
- narrative strategy

#### LANGUAGES

- English
- Spanish
- French

#### EDUCATION

**BACHELOR OF SCIENCE IN GAME DESIGN, UNIVERSITY OF UTAH**

#### ACHIEVEMENTS

- Increased player retention by 20% through effective narrative design strategies.
- Contributed to a mobile game that reached 10 million downloads within the first month of launch.
- Recognized for outstanding narrative contributions at the Mobile Game Awards 2021.

#### WORK EXPERIENCE

##### NARRATIVE DESIGNER

Supercell

2020 - 2025

- Developed engaging narratives for mobile games, focusing on character-driven storytelling.
- Collaborated with designers to ensure narrative alignment with game mechanics.
- Analyzed player data to refine narrative elements and improve retention rates.
- Led narrative brainstorming sessions to generate innovative story ideas.
- Created character backstories that enhanced player investment in the game.
- Worked closely with marketing to develop narrative-driven promotional content.

##### JUNIOR NARRATIVE DESIGNER

King

2015 - 2020

- Assisted in crafting storylines for mobile game titles, enhancing overall player engagement.
- Conducted research on player demographics to inform narrative direction.
- Collaborated with artists to visualize story elements through game design.
- Participated in user testing to gather feedback on narrative effectiveness.
- Developed lore documentation to ensure narrative consistency across games.
- Provided input on marketing strategies to highlight narrative aspects of games.