

# Bennett Jobling

Game Designer / Narrative Designer in Los Angeles  
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<http://bennett.games>

## Work Experience

### Narrative Director

Feb 2017 - Present

#### **Night School Studio / Netflix Games**

*Unannounced Netflix Game (20??)*  
*Oxenfree 2 (2022)*

#### **Survios**

*Westworld Awakening (2019)*  
*The Walking Dead: Onslaught (2019)*  
*Battlewake (2019)*  
*Glimmer Grove (2019)*  
*Creed: Rise to Glory (2018)*  
*Sprint Vector (2018)*  
*Raw Data (2017)*

#### **Key Disciplines:**

Management // Game Design //  
Level Design // Narrative

- Directed story content across all game projects within the studio, including world building, IP development, scriptwriting, and editorial
- Developed creative talent across the studio by leading, mentoring and managing Writers, Designers, Artists, and contracted creative workers for interactive narrative and game development
- Maintained product and brand goals by overseeing in-booth Voice Over and on-set Motion Capture performances, leading iteration and implementation of quest, narrative, and cinematic content
- Oversaw creative direction for multiple projects, advising across disciplines of Writing, Art, Design, Animation, and VFX to ensure consistency, quality, and direction.

### Game Designer

Aug 2010 - Feb 2017

#### **Glu Mobile**

*Racing Rivals (2016/2017)*

#### **PowerCore**

*powercore.io app (Unreleased)*  
*CollectorQuest @ DesignerCon (2015)*

#### **Disney Interactive**

*Seven Dwarfs: The Queen's Return (2013-2014)*

#### **Zynga**

*PirateVille (Unreleased)*  
*CastleVille (2013)*  
*FrontierVille (2011-2013)*  
*FarmVille (2010-2011)*

#### **Key Disciplines:**

Content Design // UX Design //  
Product Management // Narrative

- Developed systems to satisfy Social and Competitive needs and drive KPIs
- Increased new and veteran user engagement by revitalizing existing features, rebalancing lower engagement features, and designing live content that increased revenue and retention over the life cycle of the product
- Crafted experience and economic distribution rates, designing and tracking item drop frequency, crafting prices, XP values, quest requirements and rewards along a data-backed curve
- Created mechanics to engage socially and increase user engagement, leveraging existing work into fresh-feeling new interactions and features to reduce development time and increase the longevity of existing code
- Reversed declining DAU and revenue by adjusting design and narrative strategies through the utilization of metrics to identify user needs and desires to build informed designs
- Implemented best practices for project documentation across new features to drive art, engineering, and product towards a cohesive vision
- Led the Content Design team, mentoring new designers in the techniques of feature design, writing, scripting, and monetization