

Joanie Rich

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WRITER

Joanie has 16 years of experience developing immersive worlds, relatable characters, and engaging story lines for interactive media. She seamlessly weaves story into game mechanics and conveys complex ideas with easy-to-understand examples. Recognized as the heart of her team, she is committed to maintaining a collaborative environment where all voices are heard. She has developed global partnerships across many cultures, languages, and identities. Inventive and courageous, she thinks outside the box to develop new characters and stories for untapped markets. A lifetime learner, she embraces innovation and champions experimental games with unique narrative structures. She seeks to join a diverse studio that values creativity and works toward a better tomorrow.

PROFESSIONAL EXPERIENCE

NARRATIVE DESIGNER

November 2013 – September 2020

Big Fish Games, Seattle, WA

- Approved story milestones from initial pitch to release, providing feedback to internal teams and external authors at all stages of game development to ensure brand alignment.
- As a content creator, developed characters, designed game lore, and developed serial storylines with intersecting questlines for several unannounced mobile free-to-play casual games.
- Pivoted frequently and effectively between many projects, content-editing for story structure, crafting additional content that matches the author's voice, and polishing the final text for games.
- Provided narrative expertise to other internal game teams to help them create stories that resonate with players, making them hungry for future content.
- Lead Narrative Designer for Lifeline: Whiteout, the third game in an interactive fiction series which received a 4.7 rating on the App Store and Google Play.
- Trained new narrative designers and oversaw recruitment and training for external freelance writers which ensured competencies and adherence to text quality standards.
- Collaborated with partner developers from all over the world, ensuring all characters and stories met quality standards for each brand and appealed to their audience, driving sales and brand loyalty.
- Committed to continual development by studying game design, participating in game jams held in-person and online, and experimenting with a variety of game-making engines to learn new skills.

ASSOCIATE NARRATIVE DESIGNER

Big Fish Games, Seattle, WA

November 2012 – November 2013

- Edited game text for hundreds of third-party titles, including dialogue, tutorial text, and writing appealing marketing copy for web portals and customer emails.
- Collaborated with the Art, Engineering, Marketing, Localization, and Quality Assurance teams to ensure the highest-quality text for the games.
- Taught partner developers from many countries how to create engaging stories and characters that appeal to their target demographic, capturing audience attention within the first hour of gameplay to ensure purchase beyond the demo trial.

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QUALITY ASSURANCE TESTER

Big Fish Games, Seattle, WA

April 2009 – November 2012

- Enforced game standards by running test cases, editing final text, and final release simulation testing through our publishing portal.
- Responsible for bug reporting and regressing bugs for hundreds of casual titles published through Big Fish Games to meet industry quality standards.
- Provided in-depth feedback on four in-houses titles by content-editing while running text passes and recommending new features to make them market-ready for players.
- Assisted the Narrative Designer with text editing on an ad-hoc basis which led to joining the Narrative Design team.
- Started as a temporary contractor and was hired to full-time employee after exemplary work.

RELEVANT EXPERIENCE

TEST ASSOCIATE / TECH WRITER

Experis Game Solutions, Bellevue, WA

April 2022 – PRESENT

Contracted with The Pokémon Company International, providing software quality assurance for their Pokémon Organized Play group and writing instructional documentation for customer-facing use.

CODING CAMP COUNSELOR

Girls Make Games, Raleigh, NC

June 2021 – July 2021

- Taught intro to game programming, design, art, & more.
- Guided students through bugs & technical challenges.
- Planned and set milestones for campers' projects as their producer.
- Acted as a career role model, creating a positive & welcoming learning environment.

QUALITY ASSURANCE TESTER

Her Interactive, Bellevue, WA

January 2009 - March 2009

Provided QA for the 20th game in the best-selling PC series: Nancy Drew and the Ransom of the Seven Ships.

QUALITY ASSURANCE TESTER

Disney Interactive Studios, Glendale, CA

February 2008 - November 2008

Provided game testing for family-friendly titles such as: The Chronicles of Narnia: Prince Caspian (PC), Disney TH!NK Fast (Wii, PS2), High School Musical 3: Senior Year Dance! (PC), and Bolt (Wii, PC).

STORYBOARDER

Yu+Co, Los Angeles, CA

January 2008 - January 2008

Developed a pitch as part of a team to bid for the rights to produce an animated opening for an upcoming film.

EDUCATION and PROFESSIONAL DEVELOPMENT

Bachelor of Fine Arts, Creative Writing & Graphic Design - Drury University, Springfield, MO

Study Abroad Program, Regent's American College London, London, England, UK

2D Animation Diploma - Vancouver Institute of Media Arts, Vancouver, BC, Canada

▪ Storyboarding ▪ Character Animation ▪ Layout & Design ▪ Comic Book Production