

Marlena Abraham

Director & Storyteller for Familiar & Unusual Mediums

Project management and leadership
in VR/AR, LBE, and emerging technologies

MarlenaAbraham@gmail.com
MarlenaAbraham.com
@MarlenaAbraham
(630) 390 - 0471

STORYTELLING

- **Spearheaded narrative direction** across team of 35 + stakeholders, including pitching, addressing requirements of existing IP, designing puzzles that complimented the story, environmental storytelling, gameplay integration (*I Expect You to Die 2*)
- Collaborated with designers to **write copy** complimenting their gameplay (VO, dialogue, item descriptions, in-game objects, etc.) (*IEYTD2*)
- Wrote **new content for an existing game system** with the goal of addressing a range of social issues for teens (*Elm City Stories*)
- Contracted and worked with **external editors/sensitivity readers**
- Designed level, gameplay, and environmental storytelling elements to respect **stringent requirements of existing IP** (*Theme park IP*)
- Owned feature and content creation for a **modular node-based behavioral AI system**; system allowed characters to interact with the world and each other based on a series of properties (e.g. emotion, profession, game status) (*LEGO BrickHeadz Builder VR*)
- Wrote + maintained VO docs, **directed voice talent** (*Various*)

PROJECT MANAGEMENT

- **Supervised design, development, and polish of several game levels:** prototyped features/content, directed artists/designers/ programmers, led key meetings, tasked out director/client/VP feedback to teammates (*I Expect You to Die 2*, *Major theme park IP*)
- **Directed team of eight devs** on a polished vert slice for a VR game for schools; project was awarded \$900,000 grant (*HistoryMaker VR*)
- Oversaw adjustments to UX and content as **Design Director** of project's AR phase (*LEGO BrickHeadz Builder*)
- Developed several **custom content trackers** to streamline creation of assets, identify pipeline blockages, iterate on features, etc.

LEADERSHIP & COLLABORATION

- Coordinated with 40+ team of in-house developers and multiple client stakeholders to implement **cinematically realistic, high-throughput, high-action gameplay** (*Major theme park IP*)
- Lead several sub-teams of developers to implement and polish features for **several major systems**, including enemy AI, boss battle gameplay, Houdini destruction, audio/VO, etc. (*Major theme park IP*)
- Incorporated educational material from **subject matter experts** into core gameplay designs (*HistoryMaker*, *Elm City Stories*, *Mechanisms*)

TOOLS

Unreal + Blueprints
Unity + C#
Adobe Suite + Maya
Figma

WORK EXPERIENCE

BetterUp

Learning Content Creator - Interactive

SEPT 2021 - Present

Schell Games

Narrative Designer + Level Lead

I Expect You to Die 2

DEC 2019 - AUG 2021

Systems + Level Lead

Superhero IP theme park ride

AUG 2018 - JAN 2019

Project Director

HistoryMaker Phase I

JUN - AUG 2018

Writer + Narrative Designer

PlayForward: Elm City Stories

JAN - MAY 2018

Story + Content Designer

LEGO BrickHeadz VR

AUG 2016 - JAN 2017

Alchemy

Writer + Narrative Designer

JAN - MAY 2015

SPEAKING & ACCOLADES

2021 - Develop:Brighton Speaker
2020 - GDC Amplifying New Voices
2020 - Indiecade Speaker
2019 - 30 Under 30 Pittsburgh
2019-2022 - GDC Speaker
2019 - ECGC Speaker

EDUCATION

Carnegie Mellon University

BSCA in Computer Science
and Art, Class of 2015