Brendan Farrell

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845-705-0112

Professional Skills

- 11 years of professional game design experience
- 4 years of leadership, management, and design mentoring experience
- Deep understanding of Unity, Maya, and Photoshop
- Skilled with SQL, HTML5, CSS3, LUA, scripting, and visual scripting

- Track record of analyzing and improving KPIs across various genres and platforms
- Designing fun and rewarding systems, features, live ops, narratives, UX, levels, and missions
- Championing development pipelines, inspiring all disciplines to execute a successful game
- Designing and refining tools, systems, and processes that facilitate game development

Professional Experience

Mar 2021 – Present
Lead Game Designer
(Prev: Senior Designer)
Blizzard Entertainment

+ Guide and support a multidisciplinary development team to expand upon Rumble's success
+ Champion the game's overall creative direction, game design, and player experience
+ Serve as a mentor and career advocate for other game designers across the company
+ Represent the company and game team in formal press events, interviews, and video content
+ Design, implement, tune, and maintain new and existing modes and features
+ Design, implement, and tune new playable units, abilities, talents, and items
+ Design, implement, balance, and tune player economy and progression systems
+ Write UI copy and character dialog, support localization team, and oversee voice recording sessions

Mar 2019 – Mar 2021
Senior Game Designer
Rogue Games, Inc.

+ Establish and refine creative pipeline and design standards for company and developer partners
+ Improve KPIs by designing features, systems, UX improvements, ASO, and live content plans for 50+ games
+ Provide creative direction, designs and live content plans for games in all stages of development
+ Evaluate games for publishing consideration, soft launch, and worldwide launch

Aug 2017 – Nov 2018
Systems Designer
Carbonated, Inc.

+ Systems, feature, live ops, and content design for Racing Rivals, a mobile street racing game
+ Creation and maintenance of data for weekly live service content releases
+ Assess, adjust, and balance existing features and economy for major upcoming releases
+ Serve as liaison between design team and other development disciplines

Sept 2014 – June 2017
Game Designer
Nix Hydra Games

+ Feature design, level design, and balancing for PuzzleScapes, a mobile jigsaw story game
+ Feature, systems, and general concept for a variety of unannounced game prototypes
+ Feature design, UX/UI, monetization design, and content for 'Egg!', sequel to 'Egg Baby'
+ Feature design, UX/UI, and content design for 'Egg Baby', a mobile pet-care game

Ask me about earlier experiences including: QA, Indie Dev, 3D Artist, Resident Director, Office Manager, and more!

Other Skills

+ Can make a fire with two sticks and a piece of string
+ Metalworking, casting, and jewelry design
+ Ceramics sculpting, glazing, and firing
+ Official Google Maps Local Guide, level 7
+ Origami, book-making, pop-up engineering, and paper art
+ Passion for organizing and optimizing

Education

Pratt Institute, 2012
BFA Digital Arts