

Lily Morello

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San Francisco, CA 94107

Contributions to the Following Titles

- Gardens of Time
- Disney Hidden Worlds
- Blackwood & Bell Mysteries
- Disney Animal Kingdom Explorers
- Disney Seven Dwarfs: The Queen's Return

Technical Skills

- Proficient in Adobe Illustrator, Photoshop, and InDesign
- Animation in Adobe Flash
- Post-production in Final Cut Pro
- Microsoft Office Suite
- Project management with Atlassian JIRA and Confluence
- Able to transition fluidly between Windows and Mac OS
- Basic HTML/CSS
- Basic SQL

Education

University of California | Berkeley

Bachelor of Arts in English, May 2006

Cumulative GPA 3.6

Regents' and Chancellor's

Scholarship recipient;

Member of the English

Undergraduate Association

Life Skills & Hobbies

- Explorer and creator of food and food photography
- Casual participant in antiques scavenging and home decorating
- Somewhat proficient with vegetable and tomato gardening

Work Experience

Game Designer

December 2012 – present

Playdom, Inc./Disney Interactive | Palo Alto, CA

- Conduct live operations on Gardens of Time, using data-driven feedback to make design decisions and drive player engagement
- Deliver design specifications with robust wireframes, mockups, and flowcharts, and the granularity required for a seamless transition to technical deployment
- Execute on new features by going beyond design responsibilities and driving implementation across production, development, and testing teams
- Lead daily workshops to iterate on hidden object scene polish across multiple titles
- Manage art production pipelines and schedules, and provide artists with specifications and daily feedback necessary for high quality content creation
- Serve as key bridge between headquarters and overseas office, managing operations for an art team that sourced over 6 titles at a time

Junior Game Designer

August 2011 – December 2012

Playdom, Inc./Disney Interactive | Palo Alto, CA

- Assisted with the implementation of various social features
- Helped develop new interactive mechanics within the hidden object space
- Gave art direction and daily feedback to a large team of hidden object artists
- Created narrative; fully fleshed out story cannon beyond the initial premise and characters; wrote over 50 chapters of dialogue for Gardens of Time
- Conceptualized and created reference decks for new content themes across the hidden object game and isometric building spaces

Freelance Writer

May 2011 – August 2011

Independent | San Francisco, CA

- Contracted with clients to provide various creative services, primarily story writing

Senior Project Manager

June 2009 – March 2011

CLEA, Inc./CSL Associates, Inc. | Palo Alto, CA

- Contributed to every phase of content development for a new online product
- Designed and prepared marketing materials in a variety of media formats
- Created digital illustrations and art assets for web-based games and activities
- Converted textbook materials to interactive lessons for students—developed narration scripts, art assets, Flash animations; completed post-production editing
- Worked with engineering staff to develop clean user interface for interactive games

Project Manager & Editor

June 2006 – June 2009

CLEA, Inc. | Palo Alto, CA

- Oversaw all stages of a second edition printing of a K–6 math program, including the CA state-regulated corrigenda process
- Managed entire staff of freelance writers, an editorial team, and telecommuters
- As main client contact on a day-to-day basis, iterated on schedules and deliverables
- Developed two websites for a company previously without web representation