

# Jess Lebow

## EXPERIENCE

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Current **Flying Lab** **Seattle, WA**  
*Lead Writer and Content Designer*

- Manage content team of ten writers and mission designers for Pirates of the Burning Seas, a Massive Multiplayer Online PC game.
- Provide creative direction for missions and ongoing storyline.
- Develop voice and tone of in-game text.
- Produce print and web-based creative materials for marketing and PR.
- Manage and produce all voiceover work.
- Oversee business development for licensed print media, including strategy guides and fiction publishing.

2005- **Arena Net** **Bellevue, WA**  
02/2006 *Producer*

- Produced all in-game voiceover, including managing casting, budgets, voice direction, and recording sessions.
- Managed team of four writers and cut-scene director.
- Wrote and produced all high-resolution game trailers.
- Produced all printed materials, including strategy guides, game manuals, marketing documentation, art books, and manga.
- Pitched stories to all major gaming magazines.
- Acted as spokesperson for Guild Wars and Arena Net in interviews with major game media: CBS, G4 Tech TV, IGN, Gamespy, *Play Magazine*, *Computer Games Magazine*, *Computer Gaming World*.
- Gave interviews to international news media outlets in Korea, Taiwan, Germany, France, and Japan.
- Helped develop print media business: manga, novels, and printed games.

2003- **Arena Net** **Bellevue, WA**  
2005 *World Designer/Story Creator*

- Led story creation and creative direction for Guild Wars, a AAA PC game with over 1.5 million sales in its first year.
- Authored story outlines for Guild Wars Core Campaign and Guild Wars Factions.
- Designed game and mission mechanics.
- Wrote all mission and cut-scene scripts, along with high-resolution marketing cinematics.
- Wrote and directed all in-game voiceover.
- Wrote monthly short fiction for Guildwars.com.
- Responsible for creation of large online fan fiction community.

1998-  
2002

## **Wizards of the Coast Book Publishing    Renton, WA**

### ***Editor***

- Wrote, edited, and created story for fantasy / Sci-Fi publishing house.
- Created and adjudicated Wizards Publishing style guide.
- Edited two book lines, three fantasy fiction anthologies, and over thirty novels.
- Created story for Magic: The Gathering novels, periodicals, web team, graphic novels, and card game.
- Developed story and content for Dungeons and Dragons novel line.
- Edited licensed products, including Harry Potter and Pokemon card game guides.
- Discovered and groomed new authors for continuing fiction lines.
- Co-authored multiple movie treatments for Magic: The Gathering.

### **Published Works & Periodicals:**

- Published December 2002: *Wind of War*, a Legend of the Five Rings novel (Nominated for both the Endeavor and Origins awards).
- Published October 2003: *Return of the Damned*, a Dungeons and Dragons novel.
- Published January 2004: *The Darksteel Eye*, a Magic: The Gathering novel (Localized into German, Italian, and French).
- Published September 2005: *Master of Chains*, a Forgotten Realms novel. (Nominated for an Origins award).
- To be published Winter 2006: *Guild Wars* manga, (graphic novel).
- To be published Winter 2008: *Obsidian Citadel*, a Forgotten Realms novel.
- Television pilot for *World Chef*, a travel/cooking show currently in production.
- Game products: *Hell in Freeport*, a D20 adventure (Nominated for an Origins award).
- Short stories in: *Dragons of Magic*, *Neverwinter Nights*, *Realms of Shadow*, *Monsters of Magic*, *Realms of Dragons*, *Best of the Realms Volume 1*.
- Game-related articles and fiction in: *Duelist*, *TopDeck*, *Dragon*, *Inquest*, *Play*, and *CGW*.
- Reporting, non-fiction articles, and fiction in: *Gerrard's Quest* (graphic novel), *Prophecy* (graphic novel), *Long Neck Quarterly*, *Caprice*, *Equinox*, *Benecia Bay Review*, *The AS Review*, and *Black Flag Quarterly*.
- Over 200 game-related web articles for: Wizards.com, MTGnews.com, Phyrexia.com, IGN.com, Gamespot.com, Guildwars.com, and Gamespy.com.
- *Guild Wars Lore* (short fiction) for Guildwars.com.
- Content, names, and flavor text for fifteen Magic: The Gathering card sets.
- Restaurant review column, "Appetite," in *Premier Home and Garden*.

### **Awards:**

- Short story, *Assassin's Shadow*, selected by readers for inclusion in the *Best of the Realms Vol. 1*.
- Novel, *Master of Chains*, reached number two on the *Locus Magazine* Game-Related Fiction Bestseller List.
- *Play Magazine*: Best PC Game of 2005 and Best Action Role-Playing Game (Guild Wars).
- IGN: Editor's and Reader's Choice, Best PC Persistent World Game and Best PC Role-Playing game (Guild Wars).
- Gamespy: PC MMORPG of the Year 2005 and Top 10 PC Games of 2005 (Guild Wars).
- *Computer Gaming World*: Editor's Choice Award (Guild Wars).
- *Computer Games Magazine*: Editor's Choice Award (Guild Wars).
- NPD: 4<sup>th</sup> highest selling PC game of 2005 (Guild Wars).

## **EDUCATION**

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**Western Washington University**  
*BA, English*

**Bellingham, WA**

- Concentration in Creative Writing.

## **INDUSTRY MEMBERSHIPS**

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- Member Game Manufacturers' Association (GAMA)
- Member Academy of Interactive Arts and Sciences (AIAS)