

# Jess Lebow

## EXPERIENCE

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Current **Ubisoft** **Shanghai, China**  
*Game Designer/Sr. Script Writer*

- Game and narrative design for unannounced Xbox 360/PS3 RPG.
- Game and narrative design for Xbox 360/PS3 action adventure game.
- Create voiceover scripts for in-game text and motion capture sequences.
- Character and story design for online PC soccer game to be released in China.

02/2009- **Riot Games** **Los Angeles, CA**  
11/2009 *Consultant/Writer*

- Created storyline and IP for online game League of Legends.
- Developed innovative dynamic story delivery model.
- Authored voice text, IP background, and game fiction.

03/2008- **Carbine Studios/NcSoft** **Orange County, CA**  
02/2009 *Lead Quest Designer/Lead Writer*

- Managed creative design team for unannounced multiplayer online game.
- Created schedules and budgets spanning out over five years of production.
- Developed and executed on creative direction for missions and ongoing storyline.
- Outlined and wrote in-game story and text.
- Led design meetings.

2006- **Flying Lab Software** **Seattle, WA**  
02/2008 *Content Director/Producer*

- Managed content team for Pirates of the Burning Sea.
- Set creative direction for missions and ongoing storyline.
- Pitched game and company to business and publishing partners.
- Produced print and web-based creative materials for marketing and PR.
- Key company spokesman for mainstream and game media outlets, including Newsweek, MTV, Playboy, AOL, G4 TV, IGN, Zam Network, and CNN.com.
- Oversaw business development for all licensed media, including strategy guides, fiction publishing, and toys.

2005-  
02/2006 **Arena Net**  
*Producer/Lead Writer*

**Bellevue, WA**

- Produced all in-game voiceover, including casting, budgets, voice direction, and recording sessions.
- Managed team of 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.
- Developed print media business: manga, novels, and printed games.

2003-  
2005 **Arena Net**  
*World Designer/Story Creator*

**Bellevue, WA**

- Led story creation and creative direction for Guild Wars.
- Authored story outlines for Guild Wars Core Campaign and Guild Wars Factions.
- Produced all cut-scene scripts, along with high-resolution marketing cinematics.
- Wrote and directed all in-game voiceover.
- Wrote monthly short fiction for Guildwars.com.

1998-  
2002 **Wizards of the Coast**  
*Editor*

**Renton, WA**

- Wrote, edited, and created story for fantasy / Sci-Fi publishing house.
- Created and adjudicated Wizards Publishing style guide.
- Scheduled, managed, and budgeted for two full-scale book lines.
- Created story for Magic: The Gathering novels, periodicals, and card game.
- Developed story and content for Dungeons and Dragons novel line.
- Edited Baldur's Gate and Neverwinter Nights novels.
- Produced licensed products, including Harry Potter and Pokemon game guides.
- Discovered and groomed new authors for continuing fiction lines.
- Co-authored multiple movie treatments for Magic: The Gathering.

## **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)

## Published Works & Periodicals:

- Published May 2010: *The Beer Devotional*, a daily read about good brew.
- Published March 2010: *Family Games 100 Best*, essay on *Risk*, the board game.
- Published April 2008: *Obsidian Ridge*, a Forgotten Realms novel.
- Published September 2005: *Master of Chains*, a Forgotten Realms novel. (Nominated for an Origins award).
- Published January 2004: *The Darksteel Eye*, a Magic: The Gathering novel. (Localized into German, Italian, and French).
- Published October 2003: *Return of the Damned*, a Dungeons and Dragons novel.
- Published December 2002: *Wind of War*, a Legend of the Five Rings novel. (Nominated for both the Endeavor and Origins awards).
- *Bozzi Bear's Birthday Adventure*, an illustrated children's book.
- Television pilot for *World Chef*, a travel/cooking show.
- *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*, *Realms of War*. *Mark of the Raven*.
- 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*.

## Speaking Engagements:

- OGDC 2007 – The Writer's Role in Online Games
- AGDC 2007 – MMO Story Hour: Instancing, Epic Tales, Mistakes, and Too Much Text
- ION 2008 – Content: Not Just For Fun Anymore
- AGDC 2008 – More Interactivity: A Storytelling Workshop
- LOGIN 2009 – Create Your Own Happy Ending: Managing an Original IP for Success and Impact

## Awards:

- **Top 20 Most Influential People in MMOs**, as selected by *Beckett Massive Online Gamer*, May 2008
- 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).