

# LAURA LANTZ

2121 6<sup>th</sup> Ave Apt S416 | Seattle, WA 98121 | [laura.n.lantz@gmail.com](mailto:laura.n.lantz@gmail.com) | (757) 303-6339 | [lauralantz.com](http://lauralantz.com)

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## SUMMARY

Game designer / experience designer specializing in player-focused design, cognitive science, and emerging technologies.

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## SELECTED EXPERIENCE

**Independent VR Project—Seattle, WA** **September 2016—Present**  
*Sole Designer/Developer* *September 2016—Present*  
Currently using Unity to develop a multiplayer game for the HTC Vive.

**Collabera for Microsoft Casual Games—Seattle, WA** **October 2015—August 2016**  
*Game Designer* *October 2015—August 2016*  
Supported, analyzed, & expanded multiple games-as-services including MS Solitaire Collection (100 million players).

- Created streamlined UX flows & layouts that flexibly transition across a range of screen sizes from PCs to phones

**McGraw-Hill Education—Seattle, WA** **May 2014—May 2015**  
*Instructional Designer* *May 2014—May 2015*  
Designed digital learning experiences for K-12 math & science programs, including games, activities & classroom tools.

- Worked w/ engineers to develop & expand content authoring platform; provided user testing & documentation

**Schell Games—Pittsburgh, PA** **September 2009—May 2013**  
*Design Director: Puzzle Clubhouse* *March 2012—November 2012*  
Led team in producing episodic web game series in collaboration w/ online community of voters & content creators.

- Released new game each month for four months incorporating community-submitted game & story ideas, SFX, & art
- Designed community voting system to be extremely scalable while advancing voter excitement & sense of impact

*Game Designer: World of Lexica* *February 2012—June 2012*  
Headed design of embedded games for tablet-based action-adventure that inspires teens to read & supports ELA skills.

- Wrote documentation for 3rd-party developers to standardize & facilitate integration of 3rd-party embedded games
- Original syntax and story-telling game concept (“Mukashi Mukashi”) released as part of final games suite

*Game Designer: The Mummy Online* *March 2010—August 2010*  
Designed systems including game economy flow for Mummy franchise free-to-play MMO pre-production team.

- Ran weekly development team playtests over Unity and Skype; gathered & presented feedback for team discussion

*Game Designer: Cannon Defense—Disney’s Pirates of the Caribbean Online* *September 2009—March 2010*  
Primary designer on castle-defense-style mini-game as part of a 14-person team creating four MMO mini-games.

- Used Excel/XML to specify, test, & balance enemy waves, multiplayer difficulty scaling, & player progression/rewards
- Designed eight original new cannon ammunition types with unique behaviors and interactions

**Carnegie Mellon University Entertainment Technology Center—Pittsburgh, PA** **August 2007—May 2009**  
*Modeler / Animator: Building Virtual Worlds* *August 2007—December 2007*  
Collaborated in a series of four-person teams to create experiences for unusual hardware platforms (>3 weeks/project).

- Three of five worlds jury-selected for performance in end-of-semester show; fourth won “First Penguin” Award

**Embodied Cognition and Emotion Lab, University of Plymouth—Plymouth, UK** **April 2006—July 2007**  
*Research Assistant* *April 2006—July 2007*  
Established VR lab for study of embodied cognition, emotion, and social dynamics as one of three original lab members.

- Sourced/purchased/set up head-mounted display; installed room-scale VR; ran dozens of participants in VR studies

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## EDUCATION

**Masters of Entertainment Technology, Carnegie Mellon University** **May 2009**  
Two-year program using interdisciplinary teamwork and innovation to produce artifacts that entertain/inform/inspire.

**B.A. in Cognitive Science (concentration Computer Science), University of Virginia** **May 2004**  
Interdisciplinary program integrating cognitive psychology, computer science, neuroscience, philosophy, and linguistics.