

Xan Farley

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Narrative Designer with 5+ years of experience focusing on dynamic systems, engaging storylines, and unified worlds. Quick learner with deep story knowledge, strong technical skills, and a love of immersion.

Key Skills

Interactive Storytelling – Worldbuilding – Game Design – Documentation – World Bibles – Style Guides
Unity – Unreal – Spreadsheets – Articy – Ink – Final Draft – Transmedia Storytelling

Work Experience

Narrative Designer – Freelance 09/2023 – Present

- Created linear and branching storylines for **5+ established IPs** and projects across multiple mediums.
- Enhanced narratives by writing scripts, art briefs, character bios, story treatments, and more.
- Edited and iterated work **independently and in Writer's Rooms** to ensure alignment to product needs.

Quest Designer – Critter Cove @ Gentleman Rat 01/2022 – 09/2023

- **Designed, wrote, and implemented 50% of game content**, including 30+ quests, 20 unique NPCs, dozens of puzzles, hundreds of items, and more, all within established tone, scope, and tools.
- Wrote, edited, and implemented **6,000+ dialogue lines** with a focus on character and clarity.
- Magnified interactivity by prototyping and implementing **emergent open world quest systems**.
- Ensured a unified experience by working with a cross-functional team to uphold the game's core vision.

Lead Writer – Blurry @ 555 Comics 09/2021 – 02/2022

- **Accrued 10,000+ followers in 4 months** for a Twitter-based webcomic by crafting distinctive characters, authentic dialogue, dramatic storylines, and immersive worldbuilding for an original IP.
- Partnered with artist and editing team to create scripts and art briefs, adapting to feedback from editors as well as the community to **ensure audience satisfaction, immersion, and engagement**.

Writer – Coral Island @ Stairway Games 04/2021 – 07/2021

- Wrote and edited **1,000+ unique, emotionally resonant dialogue lines** for **4 fan-favorite NPCs**.
- Strengthened player investment by writing scripts for 20 compelling Heart Event cutscenes.

Writer – Puzzle Legends @ Microfun Limited 11/2020 – 02/2021

- Provided depth to the cast and setting of a fantasy RPG by **pitching and writing quest content**.
- **Improved narrative cohesion and quality** by providing and receiving routine feedback with peers.
- Streamlined communication and improved consistency by **overhauling narrative documentation**.

Narrative Design Intern – Atlas of Heroes @ Daily Magic Production 06/2019 – 09/2019

- Composed text for a narrative-driven mobile game, including flavor text and story pitches.
 - Ensured a high-quality player experience across 10 branching stories by editing scripts in Articy:Draft.
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Education

Advanced Diploma of Game Design & Legacy Award Recipient 2018 – 2020
Academy of Interactive Entertainment