

Daniel Lance

danieljlance@gmail.com | | www.linkedin.com/in/daniellance/ | | www.dan-lance.com

Dallas, TX

Content Developer with 8 years in ed tech and over 12 years as an independent game developer looking for work in the professional games industry.

SKILLS

Tech Tools -Storyline, Rise360, SourceTree, GitHub, Perforce, Jira, Confluence, Miro, Notion, Slack
Creative Tools -Adobe Creative Suite, Affinity Photo, Affinity Designer, Blender, Ink
Engines -Unity
Skills -Game Design, Narrative Design, Creative Writing, Graphic Design, Storyboarding, Research, 2D Art

EXPERIENCE

RoboKind - 09/13/2022 - 07/10/2023

Senior Content Developer

- Product owner for internal content tools and the content creation process.
- Partnered with subject matter experts to build collateral for live professional learning sessions.
- Coordinated with subject matter experts, and leadership on timeline, implementation, and project management.

RoboKind - 05/02/2016 - 09/13/2022

Content Developer

- Incorporated interactive elements containing visual novel style branching dialogue with TTS voice-over while acting as one of two Narrative Designers on RoboKind's STEM project.
- Built interactive, self-paced online professional learning courses, which serve as supplemental material for live professional learning sessions.
- Acted as a consultant and subject matter expert for writing company-wide sensitivity training. This was later expanded into part of a newly-developed onboarding used throughout the company.

RoboKind - 07/13/2015 - 05/02/2016

Content Writer

- Worked with a cross-functional group of stakeholders to determine production schedules and scope.
- Performed comparative analysis to determine software needs for current & future products.
- Developed scripts and robot speeches for broadcast, social media, funding, and other needs.

RoboKind - 04/13/2015 - 07/13/2015

Junior Content Writer

- Collaborated with team to perform manual QA testing for lessons and software packages.
- Created training materials for onboarding of content team staff and helping mentor new hires.
- Worked cross-functionally with software team in planning and testing development tools for internal software suites.

Game Developer - 2013 - Present

Self

- Published over 20 small games on a major indie games platform.
- Scheduled projects while laying out tasks and milestones for each game, including managing scope while retaining the original project vision.
- Built and licensed multimedia assets for digital games.

EDUCATION

- UTD - Bachelor's Art & Technology
- Collin College - Associate's Graphic Design

PROJECTS

[robots4autism](#) - 2015 - 2022

Junior Content Writer, Content Writer, Content Developer

- Was part of the Content team working alongside Development and Art teams to expand the curriculum into a full suite of over 140 lessons and 12 modules.
- This initiative had a transformative impact on the company's user base and generated around \$1M in profit.

[robots4STEM](#) - 2016 - 2018

Content Developer

- Was part of the Content Development team building a STEM curriculum from scratch. We combined art, narrative, engineering, and programming disciplines to create a full Phase 1 curriculum within a 3-month timeframe. We then created the Phase 2 curriculum that scaffolded from concepts learned in Phase 1.
- Deployed the full curriculum onto a modified LMS platform, wrote course descriptions, and established gates to prevent students from progressing too far ahead of completed lessons.
- Sole Content Developer on a project that condensed the STEM curriculum into a 1-week course for a client.

[RoboKind Phonics](#) - 2023

Senior Content Developer

- Coordinated with an internal subject matter expert to produce an 11-lesson pilot course for the Phonics program within a 2-week turnaround.
- Worked with the Development team to request and build needed features for the full Phonics program.
- Built over 40 lessons within a 2-month period for the full Phonics program, including repurposing pilot lessons and covering certain tasks for the Senior Creative Director while they were on leave.