

# DANIEL LANCE

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DALLAS, TX // LINKEDIN: IN/DANIELLANCE

## EXPERIENCE

### SKILLS

Game Design  
Interactive Storytelling  
Narrative Design  
Graphic Design  
Research  
Copy Editing  
Collaboration

Level Design  
Storyboarding  
Creative Writing  
Environment Art

### TECH SKILLS

#### SOFTWARE

Canva  
Blender  
Storyline\ Rise 360  
Infinite Painter  
Aseprite  
Articulate 360 Suite  
Adobe Creative Suite  
Affinity Photo + Designer  
Clip Studio Paint  
Twine  
Unity  
Ink  
OBS Studio  
Jira & Confluence  
Discord  
Notion  
Hubspot  
SourceTree

#### DEVELOPMENT

HTML  
CSS  
JavaScript  
C#

## EDUCATION

### Bachelor of Arts

#### ART & TECHNOLOGY

University of Texas at Dallas  
Dallas, Texas  
2014

### Assoc. of Arts & Sciences

#### Graphic Design

Collin College  
Dallas, Texas  
2010

## ROBOKIND // DALLAS, TX

### SENIOR CONTENT DEVELOPER, 09/2022 – 07/2023

- Product owner for internal content tools and the content creation process
- Partnered with Professional Learning (PL) Subject Matter Experts (SMEs) to build collateral for live professional learning sessions
- Coordinated with subject matter experts, leadership, and C-level on timeline, implementation, and project management
- Consulted on tool development direction

### CONTENT DEVELOPER, 05/2016 – 09/2022

- Documenting processes and procedures for future onboarding, data tracking, and historical archiving.
- Built interactive, self-paced online professional learning courses, which serve as supplemental material for live professional learning sessions
- Built interactive lessons for a STEM product including algorithms, digital citizenship, variables, events, conditionals, loops, and other topics
- Created multimedia assets such as images, screen capture recordings, and graphics for presentations and online courses to meet various audio/visual needs
- Record and edit in-lesson videos and screenshots
- Worked as one of two Narrative Designers to incorporate story and learning curves into STEM lesson materials
- Wrote interactive elements containing visual novel style branching dialogue with voice-over and text-to-speech elements.
- Worked with SMEs and the Content Team to outline lesson goals and align them to academic standards across multiple states
- Applied Flow Theory principles to determine engaging difficulty curves for lessons and ensure students fully grasp base concepts needed to learn and apply advanced topics.
- Developed and outlined autism product lessons to be reviewed by SMEs and collaborated on further before deployment
- Developed Tic-Tac-Toe and Connect-Four style games made for the robot-led autism curriculum. These were designed to highlight and develop turn-taking skills
- 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.
- Wrote articles in collaboration with the marketing team for the company website
  - [“The problem with autism functioning labels - and how to fix it.”](#), 2021
  - [“Why We Choose Identity-First Language”](#), 2021

### CONTENT WRITER, 07/2015 – 05/2016

- 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.
- Reviewing and editing videos to fit lesson needs as well as reviewing scripts from SMEs to determine necessary media/hardware/software feature needs
- Maintained content-related documentation for internal use

### JR. CONTENT WRITER, 04/2015 – 07/2015

- Worked from scripts to create multimedia lessons to be performed by a robotic therapy aid
- Collaborated with team to discover solutions for problems during lesson development, such as text-to-speech pronunciations, animation timing, or software/hardware bugs
- Worked with SMEs to build lessons for an autism product
- 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
- Performed manual QA testing for lessons and software packages

## SELF-EMPLOYED // DALLAS, TX

### INDEPENDENT GAME DEVELOPER, 08/2012 – PRESENT

- Released games for PC as an independent game developer
- Published over 20 small games on a major indie games platform
- Scheduled projects within tight deadlines 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
- Write dialogue and story sequences for interactive storytelling
- Plan and research projects, visual direction, and narratives using documentation software

## PROJECTS

### ROBOTS4AUTISM // 2015 – 2023

*Jr. Content Writer, Content Writer, Content Developer.*

- Was part of the Content team working alongside Development and Art teams to expand RoboKind's 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 – 2020

*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.

### BRAINCASE // 2020

*Writer, Designer*

- This game was created for the 2020 Spring Thing IF (Interactive Fiction) competition, where it won the 'Best Worldbuilding' audience award.
- Built with Twine, I customized the engine's navigation interface to act as a diegetic interface within the context of the game's world.
- This comments on certain socio political topics and captures the uneasy feeling of being an intruder within a digital space.
- [Review of the game can be read here.](#)

### I'M BORED, LET'S EXPLORE // 2018 – 2021

*Writer, Artist, Designer*

- Created as an anthology series about characters interacting and exploring different spaces. The characters' interaction with themselves and the environment drives the story of these games.