

# LLOYD CAMPBELL III

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## SKILLS

- **PROJECT MANAGEMENT TOOLS** (JIRA, Confluence, Notion)
  - **ADAPTIVE SKILLS** (Communicative, Self-Care, Initiative)
  - **DATA ANALYTICS** (Design, User Experience, Monetization)
  - **SOFT SKILLS** (Collaborative, Curious, Flexible)
  - **SHIPPED PROJECTS** (Mobile, Virtual Reality, PC/ Mac)
  - **SOFTWARE** (Google Suite, Microsoft Office)
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## WORK EXPERIENCE

- UNIVERSITY OF SOUTHERN CALIFORNIA GAMES**, Event Producer, Annenberg Fellow Aug 2022 - May 2023
- **Project Management:** Played a pivotal role in planning and promoting USC gaming events in collaboration with Student Affairs, ensuring their success and reach
  - **Event Planning:** Assisted and organized three activities, a **300-person** USC Trojan eSports event, sponsored **28 students** for the Game Devs of Color Expo, and a **500-person** USC Games Expo
- NIFTY GAMES INC.**, Design and Production Intern, Mobile, *40 people* Jun 2022 - Aug 2022
- **Data-Driven Design:** Utilized **JIRA** to identify design and isolate bugs, leveraging these insights to pinpoint design enhancements for an improved mobile user experience
  - **Cross-Discipline Collaboration:** Demonstrated effective communication and asynchronous collaboration with a global design team to execute **project goals** and realize **company values**
  - **Game Design Solutions:** Forged strong partnerships with the QA and Art teams, working together to discover and implement design solutions and **documented project milestones**
  - **Client Engagement:** Took on the role of managing **celebrity** Jaylen Brown on a commercial set, providing guidance on playing the game and facilitating a smooth collaboration
  - **Complex Production Schedules:** Communicated across **time zones** and worked asynchronously with a global team in a remote setting Aug 2019 - Jun 2021
- COG REPS INC. – SMASH ROUTES**, Marketing and Product Associate, Mobile, *7 people*
- **Data-Driven Content:** Enhanced the General Library Curriculum by incorporating **200 plays and 261 formations** based on stakeholders' and clients' needs
  - **Understanding Customers:** Traveled to national conferences in Texas and Illinois that broadened our reach outside of the Minnesota region and showcased the game to perspective coaches and players
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## PROJECTS

- LAKE MINNEWASKA**, Game Director, PC/Mac, *35 people* May 2023 - Present
- **Development Facilitation:** Directing a **one-year** Advanced Games Project for my MFA thesis project, where players cast their line and join an African-American angler on an emotional journey through mystical waters to reconnect with his daughter
  - **Idea Ownership:** Responsible for creating a healthy, respectful, and effective team culture and process that can meet the **project's goal** and complete my original idea by the end of the school year
  - **Informing Stakeholders:** Presenting bi-weekly project updates to faculty and industry professionals with resilience to ensure the team and I are **driving toward clarity**
- NEON CITY**, Lead Producer, Virtual Reality, *31 people* Aug 2022 - May 2023
- **Led Production Duties:** Orchestrated a successful production of this Advanced Games Project for **one year**, where I fostered a positive environment with people of different VR and XR backgrounds
  - **Interpersonal Skills:** Led a team of diverse students that varied in game development experience and **empathized** with those who required more time and more direction
  - **Eliminated Blockers:** Talked to teammates responsible for the features individually to establish transparency and adjusted the **scope** appropriately to match the project's goals
  - **Stakeholder Presentation:** Secured invitations to showcase our project to luminaries such as Tim Sweeney, Tender Claws, and USC donors, gaining invaluable recognition
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## EDUCATION

- UNIVERSITY OF SOUTHERN CALIFORNIA**, Los Angeles, CA | GPA: 3.96 Aug 2021 - May 2024  
*Master of Fine Arts, Interactive Media, Annenberg Scholar, IGDA Scholar, CYSTEM Student Grant Program*
- WILLIAMS COLLEGE**, Williamstown, MA June 2018  
*Bachelors of Arts, Economics, Asian Studies*
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