

MICHAEL TSAROUHAS

GAME DESIGNER

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**Systems | Gameplay | UI | Weapons | Creative Direction | Narrative | Voice Over
Unity | Unreal Engine | Content Planning | Content Marketing | Player Feedback | Live Ops**

Game Designer with a deep player-first focus and diverse multi-role background in community, narrative, and voice-over. Experience as an IC and lead for everything from gameplay, narrative, 3 Cs, voice-over, UI, systems, game modes, monetization strategy, weapons, PvE, PvP, competitive, creative direction, community engagement, content planning, live ops, content marketing, and everything in between. Expertise in first-person shooters, systems design, player surveying, and the playtest feedback and iteration process.

PROFESSIONAL EXPERIENCE

Game Design Consultant

October 2023 – Present

AFFRAY INTERACTIVE – Los Angeles, United States

- Supported development team in design process and workflow improvements for SCP: 5K game project.
- Performed design documentation review and SWOT analysis, discussed iterations and improvements.
- Collaborated with game director on game concepts for narrative, voice over, systems, and content.
- Mentored game director, technical director, and lead producer on leadership and team structuring practices.

Senior Game Designer – Lead Game Designer

May 2021 – April 2023

Meta – Los Angeles, United States

- Established and led team's new design department on Jira workflow, documentation, and design principles across two projects.
- Roadmapped content and feature plans for Onward game's post-release updates and unannounced project.
- Prototyped features, game modes, and gameplay concepts with engineering team.
- Concepted weapon, character, ability, customization, and monetization content, gameplay, and systems.
- Owned narrative vision and set style guidelines for factions, characters, and weapons across two projects.
- Wrote level narratives and collaborated with art and level design leads to integrate story art.
- Created gameplay animation lists and assisted in offsite motion capture sessions.
- Coordinated narrative for marketing, wrote copy, and planned social media content.
- Collaborated with leads team to make high level company and project decisions.
- Conducted player studies with internal psychologist and surveying team.

Lead Game Designer

Sep 2017 – Mar 2021

New World Interactive – Amsterdam, Netherlands – Calgary, Canada

- Collaborated with the design team and all departments to create content and features in Insurgency: Sandstorm.
- Expanded content and controller support for PS4/5, Xbox One/X/S releases netting over \$40M in first 30 days.
- Led creative content strategy for post-release monetization initiative that increased studio revenue by >30%.
- Directed 5 thematic content updates including 13 weapons, 4 game modes, and 18 characters.
- Concepted, designed, and balanced over 50 weapons and 16 classes across 2 factions.
- Created granular character customization system and economy with over 1.5K items across 17 slots.
- Directed character and weapon teams on weapon, equipment and character design, set theme and vision.
- Designed, directed, and wrote over 8K lines of combat dialogue for 11 characters.
- Collaborated and managed relationships with voice-over talent agency to hire 9 actors.
- Found and managed 5 combat veteran consultancies, and researched 4 MENA conflicts for realistic game basis.
- Wrote over 500 menus, loading hints, descriptions, and other UI texts to communicate gameplay concepts.
- Conducted live ops in closed/open player group testing, developed marketing programs with the comms team.
- Managed relations with Twitch/YouTube content creators with over 5M cumulative subscribers and followers.
- Contributed to over 15 dev blogs, over 20 press releases, and represented team at 8 international events.
- Wrote and assisted in directing media production for update trailers, community posts, and game updates.
- Maintained documentation on design process to be used for reference in implementing game systems.

Voice Over Director • Writer

May 2016 – Sep 2017

- Cast and wrote 14 different characters and over 6K lines of dialogue for WWII video game Day of Infamy.
- Created and managed new relationships with independent voice actors and voice over talent agency.
- Directed voice over actors live in session in both English and German.
- Edited and curated voice over deliveries from talent agency.

Community Manager

Nov 2014 – May 2016

- Gathered feedback from Insurgency game community and reported to development team.
- Ran over 70 weekly livestream broadcasts featuring community guests, content creators, and game modders.
- Assisted in creation of marketing programs and promotional initiatives for over 5 game updates.
- Led and managed influencer relations at \$0 budget, reached over 1.5M of their YT/Twitch subs and followers.
- Collated player feedback to relay to dev team, moderated social media and web forums.

Voice Actor • Writer

Nov 2013 – Nov 2014

- Self-directed and independently performed all game voice over, which included five distinct characters in modern combat video game Insurgency.
- Wrote all in game dialogue totaling in over 6K lines including combat barks and tutorial mission scripts.
- Designed VO triggers, collaborated with game director and sound designer on implementation and editing.
- Provided support for gameplay design, community management, and QA.

Independent Voice Over Actor and Writer

2012 – Present

- Provided writing and voice over services for video game, animation, and commercial projects.
- Wrote and voiced characters in Black Mesa, No More Room in Hell, Battle Cry of Freedom, and other projects.

Intern

2011 – 2012

CNBC Business News – Englewood Cliffs, New Jersey

- Assisted Segment Producers on CNBC's "Street Signs" with research and critical story elements.
- Worked with iNews and various other applications to create visual elements for show's on-air content.
- Attended daily team meetings and helped to book guests for show segments.

Radio Station Production Director

2011 – 2012

WVUD, 91.3FM – Newark, Delaware

- Created on air promotional content and served on operations board providing guidance for station management.
- Produced, voiced, and recorded promotional spots and PSAs.
- Recruited and trained 5 production team members on script writing, advertising, and editing.
- Recognized for work in 2017 with formal induction into WVUD Hall of Fame.

EDUCATION

BA in Mass Communications

2009–2013

University of Delaware • Newark, DE

Minor: German