

# 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**  
**Presentations | Strategy Development | Logistics | Military | Modeling | Simulation | Training | Tabletop | Wargames | Cyber Security**

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

**Tsarouhas Consulting LLC – Los Angeles, United States**

- Design support in gameplay, narrative, systems, UI, VO, economy, live ops, and documentation.
- Concept and develop monetization and content strategy.
- Give project evaluations, create pitch decks, and provide partnership/investment network access and coaching.
- Offer guidance on personnel strategy, workflow improvements, company direction, and leader/IC mentorship.
- Support marketing, social media, and communications planning.

### 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.