

# Alex Smith

## Social Media Manager, Writer, Creator, Project Manager

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Email

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About Me

I am a creative innovator hell-bent on finding new and exciting ways for people to interact with media. I thrive in high pressure leadership situations that require decisive action and creative solutions. My ability is best described using the modern philosopher Vanilla Ice’s lyric, “If you got a problem, yo I’ll solve it. Check out my hook while the DJ revolves it.”

April 2017

-Present

## The Merch Life

### Founder, Social Media/Brand Manager, Contributor

A Patreon based series of Gonzo-esque writings that detail the day-to-day life of a small band traveling on the road from the perspective of their merchandise manager (me). The brand has expanded beyond the digital writing to include books and other merchandise. This is all spearheaded from my personal Twitter account @Im\_Alex\_Smith where I’m able to communicate directly with my fans, expanding my reach. I maintain Themerch.life/shop and handle logistics and marketing involved with new merchandise.

December 2015

-Present

## NetherRealm Studios

### Console QA and Design for *Mortal Kombat XL*, *Mortal Kombat Kombat Pack 2* and *Mortal Kombat X Online Beta*, *Injustice 2 Beta*, *Injustice 2*

I tested the game builds for bugs, and then reported them through Jira. I worked in a team environment to reproduce bugs in order to get the games out to the public on schedule. I also worked with the design team to develop characters that stay true to the source material while also fitting into an appealing fighting game. Best Fighting Game 2017: The Game Awards, Best Fighting Game: Game Critic Awards, IGN, Game Informer, and GamesRadar.

August 2013

-Present

## Sleep On It

### Tour Manager/Merchandise Manager/Biographer

I travel with the band, ensuring they arrive at each destination on time, and healthy. I handle finances and merchandise sales while on the road, keeping track of inventory to ensure we are properly stocked. Documenting each day on tour through a series of writings (Patreon.com/tourjournals) that have increased the notoriety of the band. On social media I help further the band’s reach and improve the relationship with fans. I also helped design the album cover for the band’s first studio release: Overexposed.

January 2015

-Present

## I See What You Did There

### Project Lead, Designer, Writer, Co-Founder

Using and agile development cycle I brought the game from initial concept through design and into a successfully funded Kickstarter campaign. I oversaw and implemented prototype creation, artistic design and playtesting throughout the development cycle. I’ve taken the game to various conventions and it was accidentally featured on episode 58 of Off Topic (around the 56 minute mark). I am currently in charge of finances, marketing and distribution for the game.

June 2014

-December 2015

## SpaceLab

### Instructor

I taught several self-designed classes made available to the general public and members of SpaceLab. I promoted the classes through social media which lead to increased interest for SpaceLab membership & class registration. I tailored classes based off consumer interest and skill level to amplify customer satisfaction. I also curated an independent games section for the Chicago Southland Mini-Maker Faire in 2015 and 2016.

March 2014

-June 2014

## Lunar Giant

### Electrical Engineer for *Project Libity*

I designed & assembled the controller for Project Libity, including documentation that lead to greater awareness and support for the project. I promoted Project Libity at a panel about open source hardware at Indy Pop Con 2014. Project Libity was one of 33 projects worldwide awarded in the Lulzbot 4<sup>th</sup> Annual Hackerspace Giveaway.

January 2014

-June 2014

## Conk!

### Project Lead and Designer

Implemented an agile development cycle within an inexperienced team in order to produce a viable product that included developing hardware on top of the software of the game itself. Senior project.

## Conference and Panel Experience

### Panel Member, Vendor, Organizer

2014 Indy Pop Con: Represented Lunar Giant at their booth. Participated in panel about micro controllers.  
2015-2016 Southland Mini Maker Faire: Curated games section by finding local designers who wanted to showcase their games. Presented *I See What You Did There* at booth.  
2016 Indy Pop Con: Presented *I See What You Did There* at booth. Participated in panel about game design.  
2017 C2E2: Participated in panel entitled “You Can Make Games!”  
2017 The Merch Life: Have been featured in interviews regarding my books and brand

2012

-2014

## DePaul University

### BS in Game Development

*Design & Production.*

### Additional Technical Skills

3D Printing

*Good Working Knowledge*

Adobe Creative Suite

*Highly Proficient*

Agile Development Cycle

*Highly Proficient*

Arduino

*Highly Proficient*

Electrical Engineering

*Good Working Knowledge*

Gamemaker

*Highly Proficient*

Github

*Good Working Knowledge*

Google Docs

*Highly Proficient*

HTML/Web Design

*Good Working Knowledge*

Jira

*Highly Proficient*

Maya

*Good Working Knowledge*

Microsoft Office

*Expert Level*

Oculus Rift (Virtual Reality)

*Highly Proficient in designing games and virtual experiences*

Open Processing

*Highly Proficient*

Shapepoko (CNC Mill)

*Good Working Knowledge*

Social Media

*Highly Proficient*

Unity

*Highly Proficient*

Unreal

*Good Working Knowledge*

### Interests

*Writing*

*Sports*

*Filmmaking*

*Microcontrollers*

*Brand Development*

*Making bad references to 90’s Hip Hop*