

Thomas Condran

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Dear Riot Games Team,

Marketing has taught me that even the smallest details can make a product stick. As a Game Designer on the League of Legends Game Modes team, I'd bring that same precision to craft experiences that hook both dedicated and casual players. My background in consumer behaviour—leveraging **social listening, sentiment analysis**, and a fine-tuned sense for when a design needs functional versus psychological fixes—equips me to meet player needs effectively.

At Purple Patch Consulting, I translated social insights into targeted features that maximized engagement and retention. With my competitive ranking in World of Warcraft, combined with years of play across titles from DOTA to Overwatch, I've built a **well-rounded understanding of what keeps both strategists and casual fans coming back for more**. My approach would be to provide League players with modes that feel fresh yet familiar, tailored to the nuanced preferences of each audience segment.

Thank you for considering my application—I'm excited to bring my **research-driven, player-centred approach** to Riot's Game Modes team and contribute to experiences that connect deeply with players.

Best regards,

Thomas Condran

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