

# CHRIS CONLAN

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## EXPERIENCE

OCTOBER 2019 - CURRENT

**ASSOCIATE QUALITY DESIGNER**, ELECTRONIC ARTS

*Madden NFL 21 – MUT Team*

- Use my strong knowledge of NFL Football as well as Pro Football Focus and Stathead to gather unique data in order to help make business decisions on which players would be best to include in an upcoming program as well as season updates based on live events and outcomes.
- Select, rate and create players for Wild Card Wednesdays, Legends, Zero Chill, Blitz and Team of the Week Madden Ultimate Team programs to fit the business goals of Madden 21.
- Create Power Up and Power Up Paths for various MUT programs and Legends.
- Documented the full process for MUT player creation.
- Create and maintain well documented player lists to ensure that the entire team is aware of the needs and changes to upcoming MUT programs.
- Write test plans for MUT programs.
- Work with a team of designers, artists, producers, DDs, QA and marketing to utilize the player pipeline when creating MUT programs based on GDDs.
- Work with the Social Communications team to ensure that the player statistics, images and chemistries are accurate and following the correct MUT program timeline prior to being shared to players through social media.
- Written Game Designs for 100+ overall player stats as well as multiple X-factor gameplay abilities in M20 and M21.

*Madden NFL 20 & 21 – Gameplay Team*

- Subject Matter Expert of Gameplay X-factor Abilities
  - Designed and tested stats, suggested ideas or changes, ensured game balance, added new telemetry for tracking the new ability usage.
- Gameplay Telemetry Owner
  - Determined how telemetry could be utilized to improve gameplay quality.
  - Collaborated with the Data Analysts to implement new hooks.
  - Utilized custom SQL queries to quickly search mechanics and abilities to determine if various aspects of the game were functioning which cut down multiple hours of manual testing.
  - Documented the process for gameplay qa to utilize telemetry on a daily basis.
- Worked with MUT producers on implementing my suggestions on the ability point cap and cost.
- WFH bug count contest winner.
- Trained new hires.
- Find, identify, understand and document known game breaking exploits.

FEBRUARY 2019 – OCTOBER 2019

**QA ANALYST II**, ELECTRONIC ARTS

*Madden NFL 20 – Gameplay Team*

FEBRUARY 2018 – OCTOBER 2018

**QA TESTER II**, ELECTRONIC ARTS

*Madden NFL 19 – Gameplay Team*

- Executed test cases, scenarios and plans to verify bug fixes and feature implementations.

- Worked closely with the Development team to resolve the encountered issues and maintain the quality of the product.
- Anticipated different ways the game will be played and test accordingly.
- Participated in weekly build reviews to evaluate areas of the game for quality grades and provide feedback to the development team as to where improvements can be made.
- Investigated issues reported by development to ensure the game is properly functioning to realistic standards.
- Executed Alpha and Beta definition testing required to declare Alpha and Beta candidates.
- Reviewed gameplay analytics from the Closed Beta to determine if the team met their KPIs.
- Reviewed, monitored and documented community feedback from social media for EA Play and Closed Beta feedback.
- Provided feedback on design changes.
- Used DetReplay to evaluate the different elements of a game and how they contribute to the playing experience.
- Managed communications around game issues including bugs and exploits.

**APRIL 2017 – FEBRUARY 2018**

**MADDEN GAME CHANGER, ELECTRONIC ARTS**

- Created digital content for Madden 18 and Madden Mobile 18 including NFL Team gifs and Madden NFL 18 Ultimate Team Promo Videos.
- Liaised with Madden Community Managers and the social media team to facilitate community growth while driving player relationships, engagement, and overall service retention.
- Worked with the Madden Mobile Community Manager to create videos from content provided.
- Provided community feedback on latest Madden NFL 18 Ultimate Team content in addition to Madden Mobile 18 content to data analysts and community managers.
- Attended EA Play (2017) in representation of the MUT Game Changer community.
- Hosted Friday Night Madden 3 times for Madden NFL 18 Ultimate Team.
- Gathered analytics from EA sponsored Twitch streams and provided detailed reports on community engagements to Community Manager.

**DECEMBER 2013 – JANUARY 2015**

**ASSISTANT ENGINEER, BLACKBIRD STUDIO**

- Technical Recording Assistant on The Mavericks' album *Mono* nominated for a Grammy for Best Americana album in 2016.
- Assisted Engineer Nico Bolas (Kiss, John Mayer, Toto) with microphone setups and provided feedback to determine the desired sound on Boz Scaggs recording session.

## EDUCATION

**AUGUST 2013**

**ASSOCIATE OF SCIENCE - RECORDING ENGINEERING, FULL SAIL UNIVERSITY**

## SKILLS

- MySQL
- Jira
- Hansoft
- Drone
- BugSentry
- Shift
- Agile methodologies
- Perforce
- TestRail
- Frankenbuild
- DetReplay
- Confluence
- Biometrics
- Pro Football Focus
- Stathead