



Lyla McBeath Fujiwara

Game Designer, Project Lead

www.jarofeyes.com

(585) 490 0614

Lyla.Fujiwara@gmail.com

Boston, MA

Willing to Relocate

Education

BSc Computer Science
Brown University

Awards

- Diana Jones Emerging Designer Winner (2025)
- Big Bad Con PoC Scholar (2023, 2024)
- D&D Beyond Community Spotlight (2023)
- Storytelling Collective Creative Laureat (2023)

Advocacy

- Gamehole Con PoC Industry Dinner cofounder (2024, 2025)
- Big Bad Con Crowdfunding Co-lead (2024)
- Big Bad Con PoC Meet and Greet Co-organizer (2023, 2024)

Speaking

- GenCon (2025)
- Gamehole Con (2023, 2025)
- Dragonsteel Nexus (2024, 2025)
- Big Bad Con (2024)

Tools

- Project Management Tools (Monday.com, Notion, Jira)
- Coding and Scripting (Kotlin, Java, Python, HTML, CSS)
- Google Workspace Suite
- Microsoft Office Suite
- Affinity Suite

Work Experience

Brotherwise Games

Adventure Design Lead

2024 - Present

- **Adventure Design Lead:** Lead a six-person design team in the creative execution of the first two official hardcover *Cosmere RPG* campaign-length adventures (*Stonewalkers* and *Mistborn Legacy*). This includes writing vision documents, presenting to IP stakeholders, writing adventure briefs, leading weekly meetings, giving design feedback, developmental editing, working with editors, and leading final signoffs.
- **Adventure Playtesting:** Design and implement adventure playtesting process with over 100 groups and 400 session playtesting reports. Lead team in processing, writing playtest analysis, and decision making based on feedback.
- **Adventure Design Template:** Created template, employed by all adventure products, to ensure standardized mechanical design of adventure elements.

Brotherwise Games

Project Lead

2024 - Present

- **Project Lead:** Manage team of 20 freelance designers and editors to make over 25 products for highest funding tabletop Kickstarter of all time, with products going to distribution in game stores and Barnes and Noble.
- **Process Architect:** Develop processes for the design and editing team, including but not limited to hiring pipeline, pay structure, reporting chart, onboarding and offboarding, vision documents, Monday.com schedule templates, file structure and file hand-off, proofreading, playtesting strategy, sensitivity editing, art coordination and more.
- **Partner Relationships:** Manage VTT and translation partner communication with four partners for launches, bug fixes, and major version updates.

Jar of Eyes Games

Freelance Game Designer and Developmental Editor

2022 - Present

- **Jukebox (2024):** From concept to game store shelves, designed *Jukebox: The Karaoke Musical TTRPG*. *Jukebox* has sold over 1000 copies and was profiled by *Dicebreaker* and *Polygon* in game of the year lists.
- **Defy the Gods (2024):** Developmentally edited all game text, including six playbooks, for mechanical clarity, focus, vision, and balance.
- **Other Design (2022 to Present):** *Unannounced D&D Product* (Wizards of the Coast, 2027), *Adventure Patreon Pack* (Bob World Builder, 2023-2024), *Weapons of Legend* (Jeff Stevens Games, 2023), *Trouble Brewing in Port Nyanzaru* (Adventurers League, 2023), *Out of Luck* (Dungeon Masters Guild, 2023), *Encounters in the Radiant Citadel* (Dungeon Masters Guild, 2022).

Google

Senior Developer Advocate, Google News Engineer

2017 - 2022

- **Developer Relations:** Represented Google's Android team by presenting at technical conferences across the globe, leading team video strategy and writing blogposts for Google's official YouTube and Medium accounts.
- **Course Lead:** Led creation of the *Developing Android Apps with Kotlin* 10-lesson online course, Google's core Android training course. Directed 6 instructors in technical content creation for 40k+ students.
- **Google News Tech Lead:** Led first major Google News stories launch. Ran A/B tests, presented to leadership, and facilitated decision-making for 15+ stakeholders.