2024

JOÃO
AKA REED

NARRATIVE DESIGNER

GAME DESIGNER

COPYWRITER

32

PORTFOLIO

ABOUT ME

Greetings, traveller!

I'm João, a postgraduate student fueled by a deep passion for video games and storytelling. Throughout my journey, I've honed my skills through an array of diverse projects.

Now, as I set my sights on a new path, my focus centers on writing, game development and other creative endeavours.

CONTACT

+351 938 491 538

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linkedin.com/in/reed-oliveira/

github.com/reed-oliveira

HOBBIES

Attending conventions 3D Modeling

Creative writing Tabletop RPG Adventures

Pixel art Video games Board games

EDUCATION

University of Aveiro
Master's degree, Digital Game Development
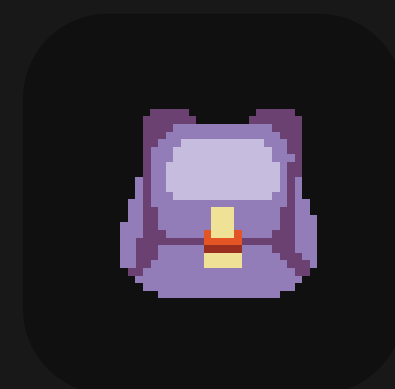Sep 2022 - Present

University of Aveiro
Bachelor's degree, Multimedia and Communication Technologies
Sep 2019 - Jul 2022

Royal School of Languages
Certificate of Proficiency in English (C2)
1996 - 2006

EXPERIENCE

Renewal Games
Samsara Saga - Narrative Designer
June 2023 – Present

- Lead the design and iteration of the player classes, developing lore and ability concepts in alignment with the game designers' specifications.
- Craft engaging dialogue for a diverse cast of characters, aiming for realistic and captivating conversations.
- Created various creatures for the project's vertical slice, with a focus on visual variety and highlighting available gameplay systems.

Fenus
Legend of the Pride - UI/UX Designer (Internship)
Sept 2023 – Dec 2023

- Conducted market research on mobile games, shaping UI/UX design decisions based on user preferences and industry trends.
- Led UI prototyping from concept to implementation, ensuring a user-focused and visually appealing mobile application.
- Contributed to the design of future monetization features, balancing user experience with revenue generation goals.

SKILLS

Bilingual fluency: English and Portuguese

Writing: Creative, academic, copywriting

Game design: Narrative, quests, systems

Web-focused Programming: JS/Python

Pixel Art: Iconography and UI elements

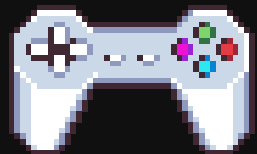**3D Modeling:** Objects and buildings

Cashier Supervisor
Pingo Doce (Jerónimo Martins SA) - Aveiro, Portugal
Nov 2018 - May 2023 (4+ years)

- Led a coordinated team of 10 people to deliver success based on key metrics.
- Consistently excelled in high-stress storefront operations, praised by management and customers alike.
- Assisted in achieving record-breaking profits for the store through leadership, promoting teamwork and coordination.

Deputy Head Cashier
ZARA (Inditex SA) - Canterbury, UK
Nov 2015 - Oct 2017 (2 years)

- Provided support to the head cashier, assuming leadership of the cashier team in their absence.
- Managed and optimized administrative processes, ensuring document organization for streamlined operations.
- Developed excellent communication skills while handling diverse customer interactions.

SONS OF ALMEIDA

DESCRIPTION

Sons of Almeida is a first-person VR horror with survival elements, set during the 1810 Siege of Almeida in Portugal. Follow Clara's journey with four other children as they sneak out at night, only to face chaos after an ambush by enemy forces.

Role: Lead Narrative Designer, Game Designer, 3D Artist
Technology/tools used: MS Office, Arcweave, Blender

Achievements and results:
- Delivered authentic 3D models for period buildings and objects.
- Developed carefully researched, immersive lore with rich character backgrounds, appropriate for the time period.
- Created a compelling series of in-game events that allows players to experience one of the most important periods of Portuguese history firsthand.

`Narrative Design` `Game Design` `3D Modeling`
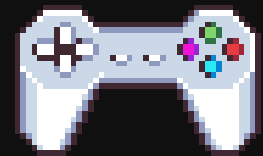
VIEW PROJECT ⧉

YELLOW SKY

VIEW PROJECT 🔗

DESCRIPTION

Yellow Sky is a single player strategy game focused on resource-management and survival, played through the lens of a more traditionally inclined RPG/Adventure game. Can you create a paradise in a barren wasteland?

Role: Lead Narrative Designer, Game Designer, 2D Artist, UI Designer
Technology/tools used: MS Office, Aseprite, VS Code

Achievements and results:
- Delivered captivating narrative design, creating a world with engaging characters and quests.
- Showcased artistic talent, crafting pixel-perfect UI elements and appealing item and resource icons.
- Played a key role in developing core game mechanics, enhancing the strategy and survival experience.
- Contributed to a diegetic trade system, showcasing the seamless interaction between lore and gameplay.
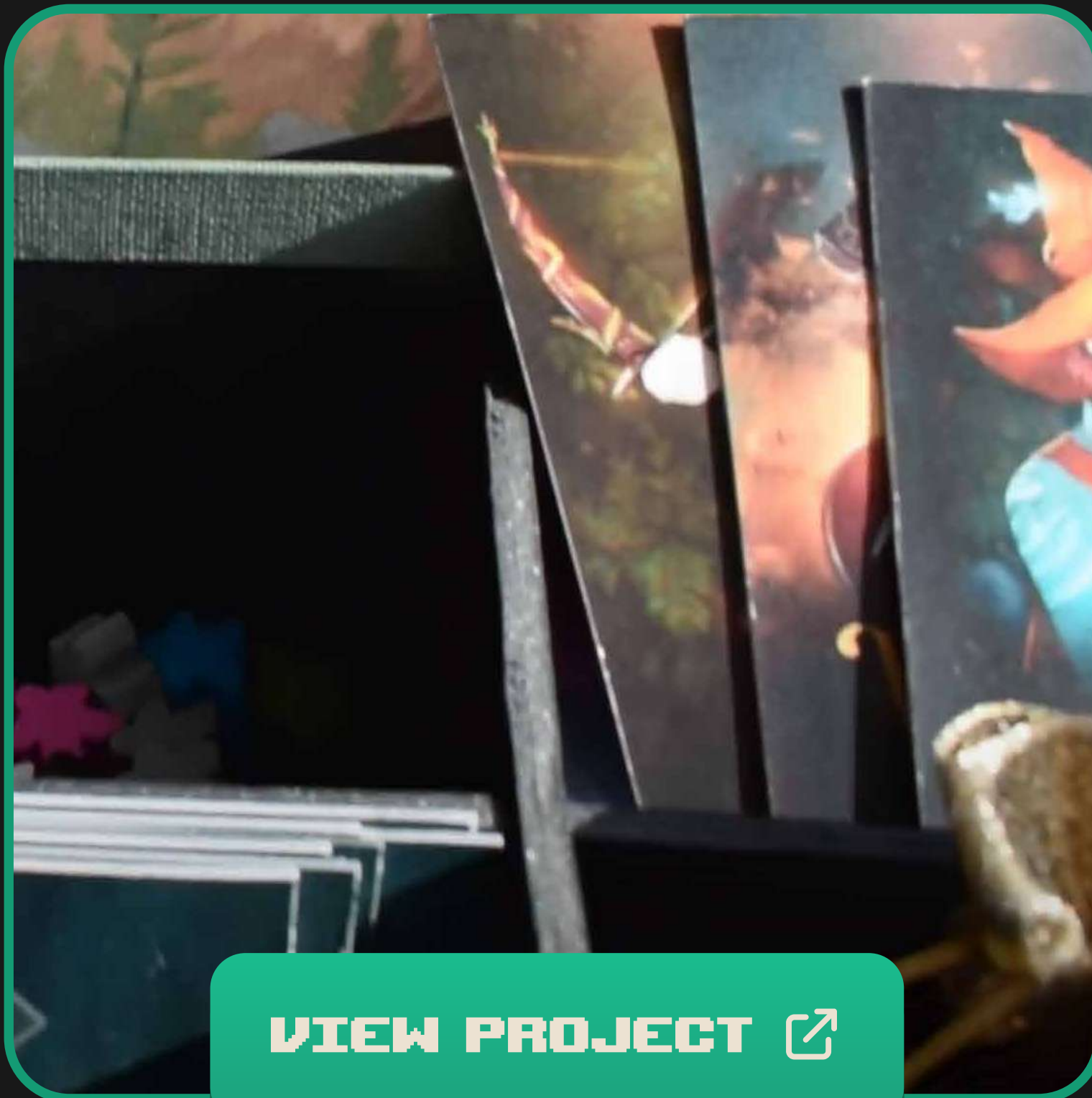
`Narrative Design` `Game Design` `Pixel Art` `UI Design`
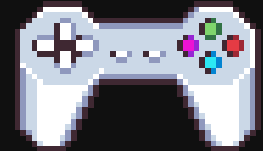
#GAMES

FLAVOUR QUEST

VIEW PROJECT ⬈

DESCRIPTION

FlavourQuest is the visual and interactive aspect of the FlavourGame project (POCI-01-0145-FEDER-031024), developed as a role-playing board game for children aged 10 to 12. Its goal is the promotion of healthy eating habits.

Role: Lead Narrative Designer, Game Designer, Game Economy Designer, UX Designer

Technology/tools used: MS Office, VS Code, Pen & Paper

Achievements and results:

- Revamped narrative for age-appropriate content, promoting healthy eating habits.
- Showcased versatility as Game Designer, Game Economy Designer, and UX Designer, ensuring a cohesive gaming experience.
- Pioneered creation of an innovative world and lore, captivating young players with an immersive and educational experience.
- Successfully revamped gameplay and economy, providing an enjoyable and rewarding experience.
- Earned praise from players, parents, and educators for entertaining gameplay and valuable lessons.
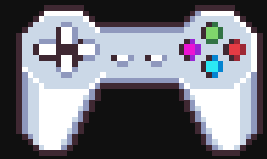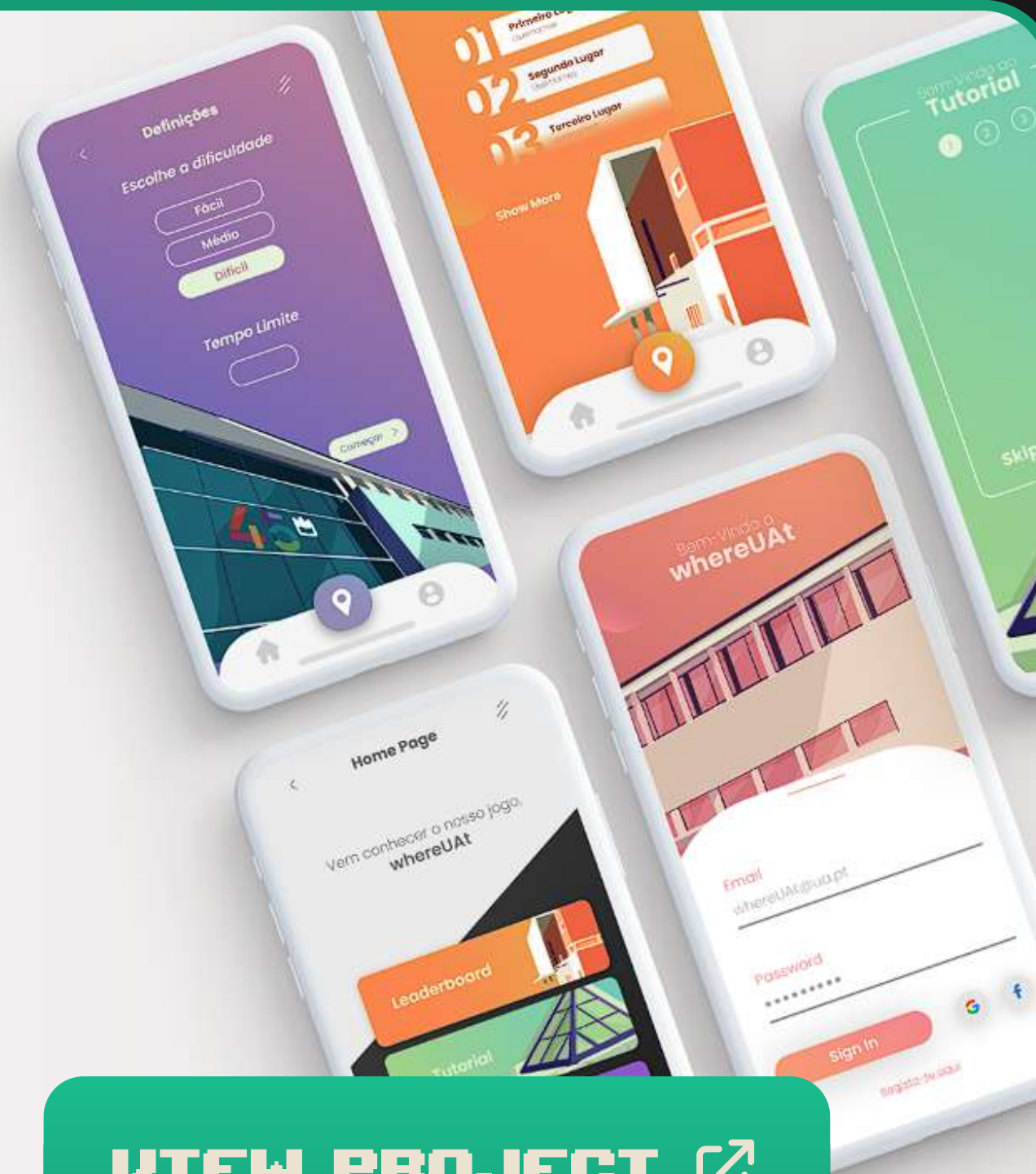
`Narrative Design` `Game Design` `Game Economy` `UX Design`

#GAMES
WHEREUAT

VIEW PROJECT ⬀

DESCRIPTION

whereUAt is a Unity-based application that allows users to explore the University of Aveiro campus in a virtual environment, in the style of a Geoguessr-like game. It's aimed at former, current and future students, as well as professors and visitors.

Role: Game Designer, 3D Artist, UX Designer
Tools/technology used: Blender, Unity

Achievements and results:

- Showcased strong 3D artistic skills, delivering enhanced virtual campus appeal and authenticity.
- Ensured a user-friendly UX design, providing an intuitive and engaging experience for diverse users.
- Played a key role in the successful Unity implementation, seamlessly blending 3D models and interactive elements.
- Received positive user feedback on visually appealing buildings and immersive exploration experience.

3D Modeling   Unity Implementation   UX Design

THE NIGHT OF THE STAG

VIEW PROJECT ↗

VIEW SCRIPT

DESCRIPTION

The Night of the Stag is a short, narrative-driven metroidvania game about the life cycle of the stag beetle. A woodsman takes up a logging job, unknowingly upsetting the spirit of mother nature and succumbing to a curse of karmic retribution.

Role: Lead Game Designer, Lead Narrative Designer, Lead Writer, Level Designer, Programmer
Technology/tools used: MS Office, VS Code

Achievements and results:

- Delivered an engaging story with multiple endings, showcasing exceptional writing and enhancing player engagement.
- Led design of a captivating fantasy world with lore, characters, and interactive elements.
- Assumed multiple leadership roles as lead game designer, narrative designer, writer, and mini-game programmer.
- Showcased expertise in level design, crafting immersive game levels integrated with world-building.
- Expanded web development capabilities, bridging game design and web technologies.
- Received positive player feedback on immersive narrative and gameplay.

`Narrative Design` `Game Design` `HTML` `CSS` `JavaScript`

＃ACADEMIC/RESEARCH

DATA COLLECTION IN VIDEO GAMES

VIEW PROJECT ⧉

ABSTRACT

Data collection is invaluable in the development of modern video games. Being able to remotely analyze and predict player behaviour on different levels allows for finer tuning of **gameplay experiences**, as well as gauging whether or not certain practices are effective.

Whereas this data can be collected via intrusive means, nowadays it is far more common to incorporate the methods into the games themselves without the player noticing. This paper details the **types of data** that can be collected from players, and how this can be done while blending with the gameplay experience.

`Data collection` `Player adaptation` `Gameplay`

AN ANALYSIS OF THE SOCIAL COMPONENT IN FINAL FANTASY XIV AND SUBSEQUENT INFLUENCE ON GAMEPLAY

An analysis of the social component in Final Fantasy XIV and subsequent influence on gameplay

João "Reed" Oliveira / University of Aveiro / joao.oli@ua.pt

Abstract—Social interaction in games can lead to new experiences. Perceptions of the game world and its content can change based on these interactions, creating interesting situations, both positive and negative. This article focuses on the community of Final Fantasy XIV: A Realm Reborn and how it influences its gameplay, with three examples.

Index Terms—final fantasy xiv, community, social, gameplay

I. INTRODUCTION

Social interaction is a key aspect of the human condition, playing a crucial role in mental health and emotional development. Through a mutual exchange of information, ideas, feelings and behaviors, there is room for growth, whether it involves communication, cooperation or conflict.[35]

These elements, when applied to video games, are especially present in the MMORPG (Massive Multiplayer Online Role-Playing Game) genre. As these types of games thrive on large communities more so than their gameplay elements, it is expected that the former exert a noticeable influence on the latter. While developers almost always have a specific vision of how they intend for players to interact with the game world and its systems[37], any amount of human interaction is simply not possible to accurately predict. This is why almost all games featuring online elements fall under a grey area when rated by the ESRB.[9]

Rules and restrictions can be set in place by the developers in order to control player behaviour, namely in the form of terms of service, co[...] systems where pla[...] actions. All of this [...] mosphere within a [...] can never fully be [...] Players do not alwa[...]

II. BACKGROUND

Final Fantasy XIV: A Realm Reborn (2013)[15] is an MMORPG developed by Square Enix, spearheaded by game director Naoki Yoshida of Creative Business Unit III.[5] The game follows the story of the player, titled the Warrior of Light, as they traverse the continent of Eorzea in search of adventure. Blessed by the planet's guardian deity and growing more powerful with each story beat, the player eventually ventures out to other places, participating in political intrigue, cultural exchanges, and fierce battles. The initial version of the game was released in 2010, but was considered a commercial failure due to outdated gameplay, uncooperative developers, and extremely demanding graphics that not many systems could run.[42] The moment the game servers went offline, players were treated to a CGI cutscene of the dragon Bahamut laying waste to the continent.(1) The subtitle 'A Realm Reborn' carries a double meaning: It refers to both the [...] release of the game and also [...] particular moment of [...] after Bahamut's

ABSTRACT

Social interaction in games can lead to new experiences. **Perceptions** of the game world and its content can change based on these interactions, creating interesting situations, both positive and negative.

This article focuses on the **community** of Final Fantasy XIV: A Realm Reborn and how it influences its gameplay, with three examples.

`Final Fantasy XIV` `Community` `Gameplay`

VIEW PROJECT ⬈

STORYLINES: OUTLINE

OUTLINE

Chapter 1

It's dark.

You take a breath. Your lungs are filled with crisp, cool air, laden with the scent of dew and moss.

Touching your own body, you realize you're in one piece. Your face feels cold and damp to the touch. Your muscles are tense. Your hands and feet are caked with dirt. Have you been sweating? Running from something? Everything is a haze, but not as hazy as these woods.

There are trees as far as the eye can see, tall and gnarled, with the canopy almost completely obstructing the night sky. Pale beams of light manage to peek through, at least giving you the indication there's a full moon. Good thing werewolves aren't real.

When did you get here? When's 'when' and where's 'here'?

These thoughts are interrupted by a growl. You look around, expecting to find some sort of threat, something new to run from, only to realize it's your own stomach. You're hungry. Your legs wobble. Exhaustion suddenly hits you like a sack of bricks, and you're forced to sit down. Luckily, there's a flat, smooth rock nearby.

As your breath steadies, you take a few moments to collect your thoughts. The first thing that comes to mind is that you can't remember how you got here. The second is that you haven't the slightest idea who you are. Of all the places to lose your memory, these woods are probably up there. On the bright side, you know for sure probably be fine.

First order of people looking

VIEW PROJECT ⇱

DESCRIPTION

The night is dark and full of mysteries. In this unknown place, anything can happen, and reality itself is in the eye of the beholder. Why are you lost? Was it carelessness? Trickery? Or could it be that you are not lost at all, but exactly where you want to be?

The woods await, and what happens after tonight is up to you.

This is a short story, created as content for a web application developed for an academic project. It is written in a **choose-your-own-adventure** style, with four possible endings that range from pragmatism to whimsy.

Short Story   Mystery   Multiple Endings

RHYDIAN'S RECOLLECTION: BIRTH OF A GOD

Rhydian's Recollection :: Birth of a God

A short story about a combat-obsessed man's memories of a war he enjoyed too much. Written for a tabletop campaign I've been involved in for over eight years as of time of writing.

Today's the big day.

The dried out mud crunches underneath the collective footsteps of your unit. The wind blows like a harrowing whistle. Awfully windy, then again it -is- Autumn. It's always dry up in the North. The air smells and tastes like shit. You hate this place, despite having been born here. Hate its people, hate its values. You've always been one to make sweeping judgements. Never comes down to the individual, always the collective.

You decide who the enemy is.

As you march together towards the advancing forces, the captain gives out directives and orders. You smile and nod, your face obscured by your helmet. Let the man think he has any authority over you, if only for a little while. Who gives a shit if you disobey direct orders? You're best friends with the commander in chief. She knows what you're all about. You grin ear to ear, because what you're about to do, no matter how heinous, no matter how utterly despicable, is going to go unpunished.

You are abo...

VIEW PROJECT ⬈

DESCRIPTION

An adventurer refuses to come to terms with the death of a friend and embarks on a misguided journey to gain more power and surpass his limits. As he grows stronger, he loses touch with reality and becomes obsessed with combat, culminating in a burning desire for endless conflict.

One day, war is declared between two distant nations, and he is sent to the front lines as part of an auxiliary unit. However, instead of sharing in the fear and anticipation of his comrades, he marches on with nothing but unbridled joy.

This is a short story, written as part of a sequence of events that took place in a tabletop RPG campaign I've been involved in since 2015.

Short Story   Action   Violent