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# MEG HUTCHISON

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## SKILLS

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Unreal Engine 4&5  
Jira  
Microsoft Office  
Adobe Creative Suite  
Unreal Engine  
Canadian Press Style  
Photography / Videography  
Social Media Strategy  
Live Streaming  
Creative Writing  
Digital Content Creation  
Public Speaking  
SEO / Research / Analytics  
HTML / CSS / JQuery / TEI / XML

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## CERTIFICATIONS

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Diploma: Elfs and Hidden people  
research study (Iceland)  
Mental Health First Aid

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## AWARDS

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Doctoral Fellowship, SSHRC  
Amaze. Best Long Feature- *Season:  
A Letter to the Future*  
The Webby Awards. Best  
Independent Creator - *Season: A  
Letter to the Future*  
Finalist, Best Social Media Strategy:  
College Media Association  
Pinnacle Awards

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## HEADLINE

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Award-winning Narrative Designer with three years of experience creating worlds in Unreal Engine. With a background of hyping them to fans as a Community Manager.

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## EXPERIENCE

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### **NARRATIVE DESIGNER SCAVENGERS STUDIO**

April 2021 – June 2023

- Worked with the narrative team to brainstorm creative ways to encapsulate the game's core mechanics through story and narrative.
- Created proposal outlines and documents.
- Expand and develop the lore and tone of the game's world and propose creative and efficient ways to effectively present this world to the player.
- Integrated the content with the tools provided and addressed the bugs that could be created during the implementation.
- Copy-edited all text in the game, and aided localization efforts with the context of story and titles.

### **COMMUNITY MANAGER SCAVENGERS STUDIO**

September 2020 – July 2022

- Researched and designed plans for new online communities for the studio's upcoming games.
  - Social media keyword web scraping of current audiences.
  - Value-centric demographic analysis.
- Provided asset creation and designs for social media promotional and community materials.
- Updated and edited the Scavengers Studio webpages.
- Wrote and edited community blogs, email newsletters.
- Social media management of Twitter, Instagram, Reddit, Discord, TikToc and Facebook platforms.
- Designed Discord servers and metagames for the community.
- Provided social media and discord training for team members.
- Organized and educate moderators and testing volunteers.
- Provided support in crisis communications situations, including drafting messages and collecting reputational data.

### **LECTURER CONCORDIA UNIVERSITY**

September 2020 – May 2021

- Lecturer for Intermedia I, a first-year mandatory course for all communications students. Course material covered experimental art, design, and interdisciplinary studies.
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## CONFERENCE PRESENTATIONS

### 2020 CGSA Conference

*Ubisoft's Gameplay Mode Intervention: Watch\_Dogs Exploration of The Privacy Paradox. Ubisoft's Un-Common(s) Intervention: Far Cry 5 And The Politics of Video Gaming Publics.*

### 2020 Popular Culture Association of Canada Conference

*A Far Cry from Within The Commons: Ubisoft, Video Gaming, And the New Politics of Mass Media Publics.*

### 2020 Sexuality Studies Association Conference

*"F\*cking NPCs: Exploring The Expansion of Digital Sex Within Video Game Play.*

### 2019 Media Ethics Conference

*Outcry Against Far Cry 5: White Nationalism, Right-Wing Christian Militancy, And Ubisoft's Intervention Into the Mass Media Discourse Of Homegrown Violent Extremism In The U.S.*

### 2018 Parks and Recreation Ontario Aquatics Conference

*Memes, Mentions, And Hashtags: Using Social Media to Advance Drowning Prevention Messaging.*

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## LANGUAGES

English, native language.  
French, basic conversational and writing; advanced reading.

## RESEARCH ASSOCIATE UNIVERSITY OF GUELPH

January 2018 – September 2020

- Research video game communities and technology (conducts fundamental data analysis of content, market and trends).
- Copy editor of *The Power of the Picture, Poem, Prayer, and Person: Mythic Consciousness and Russian Sensibilities from the Icon and Pushkin, to Malevich and Mayakovsky, Privacy Stories Keywords, and 2020 Sexuality Studies Association conference program* (French and English).
- Led the design of conference and workshop promotional materials (e.g. the 2020 Sexuality Studies Association conference program).
- Guest digital storytelling instructor at Wilfrid Laurier University.

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## EDUCATION

### DOCTORATE IN COMMUNICATIONS – EXPECTED 2026

Concordia University

- Coursework included political economy, games as research creation and player studies.
- SSHRC funded research into representations and use of death in games.

### MASTER OF ARTS - 2019

University of Guelph

- Coursework included digital game cultures, improvisation and Canadian narrative studies. Major Research Paper: "Duplicitous Logics of Gameplay and The Ethics of *Far Cry 5*."

### BACHELOR OF APPLIED ARTS IN MEDIA STUDIES - 2018

University of Guelph

- Studied digital game narratives and gamer culture.
- Study abroad in Iceland (magic), London and Berlin (propaganda) and New Zealand (international health promotion).

### DIPLOMA IN MEDIA COMMUNICATIONS - 2018

Humber College

- Specialization in Digital Communications (Web development and Videography) and Public Relations.