

CASE STUDY

Establishing Seasonal Tone & Improving Narrative Pipelines

Overview

I drove an initiative to establish a clearer, more unified approach to defining seasonal themes while **strengthening the pipelines** required to deliver them. Seasonal narrative direction influences every department (design, art, audio, VO, localization, community, and marketing) and our goal was to **lock creative direction earlier to reduce production friction**.

The Challenge

Season themes/narrative needed to be approved earlier, to avoid:

- reactive creative decisions
 - inconsistent tone across VO, cosmetics, lore, and gameplay
 - localization delays and rushed text delivery
 - reduced polish time for cinematics and narrative content
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My Role

I collaborated directly with the Creative Director to define seasonal tone pillars and streamline the narrative→localization→implementation workflow. My responsibilities included:

- developing tone guides and narrative foundations
- providing early-season creative proposals
- supporting design, audio, and art with unified narrative direction
- ensuring tone cohesion across all narrative outlets

What I Delivered

1. Seasonal Tone Pillars

Clear pillars outlining long-term seasonal themes and narrative goals. These became shared references for all teams and improved tonal consistency across VO, cinematics, cosmetics, sponsor content, and marketing materials.

2. Cross-Team Tone Guides

Narrative tone guides used by design, art, audio, and community teams as creative anchors. This helped every department build toward the same emotional and thematic targets.

3. Pipeline & Localization Improvements

Working with the localization manager, I restructured the pipeline, clarified documentation, and established earlier deadlines. This reduced bottlenecks, improved translation accuracy, and made the delivery process more predictable.

Impact

Creative

- Stronger seasonal identities
- Consistent tone across all content types
- Clearer long-term narrative direction

Production

- Faster, more predictable pipelines
- Higher localization quality
- Earlier creative sign-off
- Less reactive rework

Studio-Wide

- A repeatable process for future seasons
 - More time for creativity, less time fixing late-stage inconsistencies
 - A more cohesive narrative identity for THE FINALS
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Why This Matters

This case study demonstrates my ability to unify creative direction, strengthen production workflows, and ensure consistent tone across a large, cross-disciplinary live-service game.