

**LAUREN SOFFER**

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**PROFILE**

Creative social media consultant, graphic designer, and cross-media game creator working on corporate, nonprofit, and grassroots alternative reality game experiences.

**EXPERIENCE****CREATIVE DIRECTOR, DARKLIGHT INTERACTIVE**

Focusing on small grassroots games. Duties include game creation using writing, character development, graphic design, video editing, 3D rendering, website design, puzzle design.

**COMMUNITY FACILITATOR, RUBY'S BEQUEST (WRITERGUY LLC/UCP/AARP/IFTF)**

Played the character of Hannah Silver through video and text blogs. Screened and commented on player stories submitted to this educational game about the future of caregiving.

**COMMUNITY FACILITATOR, TOP SECRET DANCE OFF (JANE MCGONIGAL)**

Managed and maintained a community of players. Designed and oversaw the building of a point system interface for this interactive, social, and multimedia dance competition.

**PUPPET MASTER, PASTRY ARG**

Wrote the story, assisted with character development and puzzle design, and assisted with the execution of live updates during this comical grassroots alternative reality game.

**EDUCATION**

University of Southern California School of Cinema Television

**SKILLS**

Creative writing including short story, screenplays, news stories, poetry, blog entries, and scripts. Proficient in Mac and PC, Microsoft Office, iWork, Adobe Photoshop, Adobe Illustrator, Daz3D, Bryce, and many others. Experienced in WordPress, Dolphin, and Joomla.