



NICOLE JENELLE SMITH

Narrative Writing & Design, Worldbuilding

Hi! I'm a process-oriented senior narrative designer with three years of game development work. I have experience in worldbuilding, character development, VO script writing, flavor text, marketing copy, comics, short story, and long-form prose. In my current role, I am also additionally specialized in foundational worldbuilding and licenser education. I thrive in collaborative interdisciplinary environments and enjoy untangling and improving complex creative development processes in addition to my core narrative skillset.

Contact



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Los Angeles, CA

Education

● Master of Science

USC Keck School of Medicine -
Narrative Medicine

4.0 GPA

2025 - Current

● Bachelor of English

University of California, Los Angeles

3.84 GPA, Phi Beta Kappa

2019 - 2023

References

Meaghan Bowe

Creative Director, League of Legends
mbowe@riotgames.com

Ari Levitch

Narrative Director, prev. Disney Lorcana
ari@mysteriousalchemy.com

Experience



Senior Narrative Designer

Disney Lorcana - Ravensburger

Jul 2024 - Current

Narrative lead for three expansions from concept to print, working across six total expansions simultaneously.

Independently developed updated narrative deliverables for partner teams, condensing month-long development phases into days.

Co-owned foundational worldbuilding alignment with Disney Corporate Brand Management (primary licenser) in a series of worldbuilding workshop intensives.

Wrote flavor text and ran internal text reviews for multiple expansions, providing partial coverage and supervision of 8+ person creative text team.

Currently drafting a comprehensive world and visual guide product in collaboration with international publishing teams, brand stakeholders, and licensors.

Represented narrative and worldbuilding interests to internal brand and marketing teams in addition to licenser entities, including brand guide writing.

Developed and wrote for multiple SKUs outside core expansion development, including alternate format play and multiple publishing products.

Extensive exposure to character model, likeness, and personality alignment in conjunction with art and licenser teams.



Lead Narrative Writer

Legends of Runeterra - Riot Games

March 2023 - March 2024

Owned narrative and marketing text needs as the sole narrative writer for the game, contributing to up to five expansions simultaneously.

Developed unique and diverse characters within the Runeterra IP in collaboration with design and art on four expansions.

Wrote flavor text for 300+ cards across base IP and multiple cosmetics/skin line AUs, meeting additional guidelines set by IP Strategy.

Wrote 25+ VO scripts, leading development from concept to recording, including development and VO for a Runeterra-original champion.

Wrote marketing copy for multiple event passes and skinline drops.

Drove cross-product team and IP alignment by owning improved documentation processes and additional creative rituals.