

John Bardinelli

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SUMMARY

Writer and narrative designer with 15+ years of experience in the gaming industry and contributions to over 50 games. Background includes work as a scriptwriter, story creator, and dialogue writer collaborating on everything from RPGs to strategy games and casual mobile titles..

EXPERIENCE

Narrative Designer, Writer

FizzPow / FizzPow Labs — 2014-2022

Narrative designer, editor, and writer collaborating on a number of projects on a contract and full-time basis. This included writing for Bitcoin Billionaire, the 2014 mobile game downloaded by over 10 million players. Full-time writing included lore design, world building, quest creation, dialogue writing, and copywriting for multiple games and releases, including a Web3 game.

- Developed characters, lore, story, missions, dialogue, in-game descriptions, and other related texts for the sci-fi adventure game currently in production.
- Created two core game expansions for Bitcoin Billionaire, including theme design, dialogue and item text, achievements, and outlines for artists.
- Direct collaborations with designers, concept artists, programmers, and creative directors to refine ideas and successfully bring the vision to life.

Game Writer

Mobile Game Studio (NDA) — 2014-present

Writer, editor, and localization consultant for an international game developer and publisher. Work includes developing stories, setting item naming conventions, editing player-facing texts (tutorials, lore, descriptions, dialogue), proofreading internal documents, and authoring marketing materials.

- Writer and editor for 30+ mobile games downloaded by hundreds of millions of players.
- Co-developed marketing campaign and wrote text for a series of free educational apps for kids downloaded over 3 million times every month.

Story Writer

Multiple — 2005-present

Freelance story writer and narrative designer partnering with multiple teams on indie, mobile, console, casual, and PC titles. Work includes story creation, script writing, lore development, and instruction/reference docs for in-house and player use. Select projects shown below.

- [Crystal Picnic](#) (Nooskewl) - Script, story, and dialogue for the humorous indie fantasy RPG. Wrote and published a companion novel after the game's release.
- [Freaking Meatbags](#) (WildFactor) - Designed narrative structure, created story guides, and wrote dialogue for the sci-fi comedy strategy game.
- [MMORPGs](#) - Designed lore and history for two in-dev MMORPGs. Created lore, quests, and dialogue for a third unreleased game.

Consultant & Content Manager

Xsolla — Dec 2018-Nov 2020

Content manager and consultant for Xsolla, the business engine for the gaming industry. Work included outlining content strategies, distributing assignments to business unit leads, and ensuring that all copy was consistent with brand style guides.

- Wrote multiple eBooks covering game developer pain points such as ethical monetization and balancing D2C sales with third-party distribution.
- Authored talks presented at global conferences Game Connection and GDC.

SKILLS & EDUCATION

- Bachelor of Arts, Philosophy (2021) & B.A., Physiology & Health (2005)
- Experienced with game systems design (including monetization, RPGs, board games).
- Creative writer with experience outside of the gaming industry, including video scripts, cinematics, branching/choice-based dialogue, novels, and short stories.
- Misc skills: Web publishing (WordPress, HTML, CSS), Image editing (GIMP, Canva), Online collaboration (Slack, Zoom, Discord, GSuite, Asana, Jira)