

MACHA LOPEZ

Award-winning
Storyteller,
Narrative Designer
& Editor.

CONTACT

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[Linkedin](#)

EDUCATION

- MULTIMEDIA JOURNALISM
CERTIFICATE (ends in 2025)
2024 - 2025
University of Toronto
- MASTER'S IN PUBLIC AFFAIRS
major in Cultural Affairs
2013 - 2015
Sciences Po Paris
- BACHELOR IN POLITICAL SCIENCE
2009-2013
Sciences Po Paris

SKILLS

- Creative project management
- Creative writing for interactive media & transmedia projects
- Editing and writing direction
- Acting direction
- IP creation
- Team management
- Public and press relations
- Grant writing
- Communication
- Public-speaking
- Video editing

LANGUAGES

- **French** (native speaker)
- **English** (complete professional proficiency)
- **Spanish** (advanced proficiency)
- **Modern Standard Arabic** (beginner)

PROFILE

An award-winning writer, narrative designer and transmedia creator, I spent most of my career working in cultural industries (video games, film, TV). I am an expert in editorial and strategic decision-making in creative fields with massive audiences and high stakes of quality and profitability. A multilingual communicator with previous experience in project and team management, I will bring your creative ambitions to life with passion, dedication and professionalism.

PROFESSIONAL EXPERIENCE

- PRINCIPAL NARRATIVE DESIGNER - **EIDOS-MONTRÉAL**
2023 - Today (*Fable*, en collaboration avec Playground Games)
 - Writing & narrative design for a AAA open-world RPG game
 - Daily collaboration with different creative departments from studios on two continents (Canada & UK)
 - Production of high-quality narrative content in English (cutscenes, dialogue, environmental storytelling, game text...)
 - Acting direction for VO recording sessions
 - As a Principal, I was a resource person for all-things Narrative for other creative departments (game design, audio, art, animation...)
 - Support the department's development of tools and pipelines
- NARRATIVE LEAD - **DON'T NOD MONTRÉAL**
2020 - 2023 (*Lost Records : Bloom & Rage*)
 - Key writing & narrative design role for a AA narrative adventure & brand new IP: main story, worldbuilding, branching, casting...
 - Management of a team of 3 writers/narrative designers
 - Production of high-quality narrative content in English (cutscenes, dialogue, environmental storytelling, game text...)
 - Designed innovative narrative features (dialogue system, relationship system, collectible system, UI...)
 - Writing & acting direction (motion capture & VO recording)
 - Involved in marketing, brand management & user research
- NARRATIVE DESIGNER - **DON'T NOD ENTERTAINMENT**
2018-2020 (*Life is Strange 2* ; *Tell Me Why*)
 - Production of high-quality narrative content in English (cutscenes, dialogue, environmental storytelling, game text...)
 - Daily collaboration with different creative departments (art, level design, cinematics, animation, audio...)
 - Acting direction (motion capture & VO recording)
 - Localisation support (EN-FR / EN-ES)
 - Consulting for marketing, brand management & user research

CERTIFICATIONS

- Driving licenses (France & Québec)
- Permanent resident of Canada & European citizenship
- First-aid trained
- Team management trained
- Voting member of BAFTA & Pégases Academy

AWARDS

- Narrative Excellence, **Pégase 2020** (Life is Strange 2)
- Jury Special Prize, **Ping Awards 2020** (Life is Strange 2)
- Best Microsoft Xbox Game, **Gamescom 2020** (Tell Me Why)
- Game for Impact, **Game Awards 2020** (Tell Me Why)
- Best Narrative Design, **Pégase 2021** (Tell Me Why)
- Authentic Representation, **Gayming Awards 2021** (Tell Me Why)

OTHER SKILLS

- Staff representative, France (2019-2021)
- Staff representative at the *Health and Safety Committee*, Québec (2024-2025)
- Educational speaker & teaching assistant (UQAM, Sciences Po...)
- Management of nonprofit & community-organizing projects

INTERESTS

Languages, solo travel.

Writing nonfiction, poetry, microfiction.

Community volunteering, mutual-aid.

Yoga, swimming, rollerskating.

PROFESSIONAL EXPERIENCE (part 2)

FREELANCE WRITER AND CONSULTANT

2017 - Today

- Writer, editor and consultant for zines, essays, articles, scripts, video games....
- "Script-doctoring", script reader, consulting for creative pitches.
- Chair of the Literature committee in a mutual-aid collective.
- Translation EN-FR / ES-FR
- Speaker for conferences, round-tables, masterclasses...

FILM/TV PRODUCTION AND CREATIVE ASSISTANT

2015 - 2018 (Various employers)

- Production of On-Air advertising content for 4 kids TV channels (*The Walt Disney Company France*)
- Acting direction & production assistant for advertising shoots (*The Walt Disney Company France*)
- Film/TV script development & production assistant (*1001 Productions, Patafilm...*), video editing
- Scouting for film/TV projects in film festivals
- Grant writing, grant applications (French National Center for Cinema, French regional cinema grant programs...)
- Administrative support for film production companies

PUBLICATIONS

VIDEO GAMES & WRITING PORTFOLIO

www.machalopez.com

INTERVIEWS & PUBLIC SPEAKING

Interview for Xbox Wire : *Women in Video Games*

Devcom 2021 Panel: *The Stories & Characters We Need*

Paris Games Week 2019 roundtable: *Homophobia & Games*