

PROFESSIONAL SUMMARY

- Fifteen years of successfully delivering high-quality software, localization, interactive web, and communications projects with aggressive deadlines on time and under budget.
- Well-versed in multiple project management methodologies (e.g. waterfall, Agile).
- Personnel management and mentorship experience.
- Excellent creative, technical, and editorial writing skills and extensive experience with public speaking and facilitation.
- Hands-on graphic production and technical implementation experience.
- Extensive localization and translation management experience; proficiency in French and intermediate skills in Spanish.

PROFESSIONAL EXPERIENCE

Localization Producer | Electronic Arts

05/2011 – present

The Sims 4, Maxis, Redwood Shores, CA

- Manage localization efforts for *The Sims 4* base game, post-launch, and other related player-facing content into 13 western languages and 3 Asian languages (over 400K words).
 - Oversee budget and schedule for all translation and QA of game-related content.
 - Manage relationships with international localization partners overseas.
- Act as text producer and editor.
 - Write text, assign text to other resources, and edit and proof text going into the game.
 - Collaborate with designers and feature producers to create style guide.
 - As necessary, write non-game copy for ecommerce and marketing purposes.
- Work with the software tools and content management teams to troubleshoot and improve the localization technical pipeline.
- Personnel management of assistant producer, contract and full-time writers, and a production intern.

Star Wars: The Old Republic, BioWare, Austin, TX

- Managed all localization efforts for the award-winning *Star Wars: The Old Republic* MMO for French and German markets including game asset localization (over 3.5 million words and 260K lines of voice-over work per language in the base game) as well as web, marketing, PR, community, and customer service teams as required.
 - Overhauled high-risk localization QA pipeline (with over 1,500 voice-over and 20K text bugs) prior to launch to achieve sign-off and certification before assuming responsibility for all elements of localization (production and QA).
 - Owned all localization asset management and bug fixing (translated strings, audio files, and facial animation files).
 - Oversaw budget and schedule for all translation, voice-over recording, and QA of game-related content.
 - Managed relationships with external translation, recording, and geopolitical evaluation vendors as well as EA's international development partners overseas.
- Worked closely with tools development team to troubleshoot and improve the localization technical pipeline.
- Supervised assistant project manager and on-site embedded localization QA personnel.

Virtual Events Project Manager | ON24, Inc., San Francisco, CA

09/2009 – 05/2011

- Created and managed project timelines; facilitated work by engineering, creative, A/V production, marketing, and customer support teams; and acted as primary client point-of-contact for virtual trade shows and other online events.
- Wrote product documentation and provided training for show organizers, exhibitors, sponsors, and speakers.

LAUREN L. WHEELER

PROFESSIONAL EXPERIENCE (continued)

Consultant | San Francisco Bay Area, CA

06/2007 – 04/2009

Context Optional, San Francisco

- Wrote game design documentation for a suite of licensed casual games for Facebook and other social networking sites for a major game publisher.
- Oversaw an internal team of developers and managing external Flash and graphic design production.

Causa Justa :: Just Cause (formerly Just Cause Oakland), Oakland, CA

- Trained and coordinated over 100 Bay Area volunteers for the Yes on Prop 99/No on Prop 98 campaigns on the June 2008 California state ballot.
- Acted as primary media contact and spokesperson.

COLAGE, San Francisco, CA

- Managed internal and external communications efforts, writing a biweekly newsletter, action alerts, and news blog postings.

Project Manager | Three Rings Design, San Francisco, CA

09/2006 - 05/2007

- Worked with executives on marketing initiatives to improve performance of *Yohoho! Puzzle Pirates* and *Bang! Howdy* MMO game funnels via new affiliate deals, advertising, and site redesign.
- Spearheaded localization for launch of new German-language *Puzzle Pirates* server.
 - Conducted market analysis of feasibility of marketing to German-speaking audience.
 - Worked with engineering, infrastructure, and art teams to prepare assets for localization by external agency.

Game Producer - Shockwave.com | Atom Entertainment, San Francisco, CA

05/2005 – 08/2006

- As part of the Shockwave.com Game Studio, designed and produced new proprietary content. Created custom “advergame” proposals for advertising clients and acted as primary contact for developers and clients during design and production.
- Negotiated licensing agreements with third-party developers, including royalty rates and advances. Evaluated new games for their potential success on Shockwave.com.
- Launched several e-commerce and online games each week.
 - Worked with developers and QA personnel to improve design and technical quality of releases.
 - Ensured games were correctly wrapped in DRM and appropriately staged and promoted.
 - Post-launch, monitored user reviews and high score boards for technical issues.

Localization Coordinator / Assistant Producer III | Electronic Arts, Maxis, Redwood Shores, CA

02/2003 – 02/2005

- Led design and implementation of approximately 40 game features, working with engineering, art, and animation on *The Sims 2*, and designed characters and storylines for *The Sims 2* and *The Sims 2 University* expansion pack.
- Wrote and managed game text, including dialogs and text for "Build" and "Buy" catalogs.
- Drove the creation of a pipeline for downloadable content for The Sims Exchange (www.thesims2.com).
- Managed simultaneous localization of *The Sims* and *SimCity 4* expansion and bonus packs into 16 languages.

LAUREN L. WHEELER

PROFESSIONAL EXPERIENCE (continued)

Translation Project Lead | Philips Medical Systems, Milpitas, CA

02/2002 - 01/2003

Led \$2.5M localization effort for Nuclear Medicine Imaging (NMI) and Positron Emission Tomography (PET) business lines in accordance with corporate, FDA, and international legal requirements.

- Analyzed sales forecasts to develop budget for localization effort, approved localization vendors, negotiated contracts, and created translation policy for NMI and PET across three Philips Medical Systems companies.
- Coordinated review and final approval across departments (i.e. Manufacturing, Software Engineering, Regulatory Affairs, Sales & Service) for localization of software documentation, product labeling, and UI.

Lead Project Coordinator / Sr. Project Coordinator | Berlitz GlobalNET, Santa Monica, CA

12/1999 - 08/2001

Successfully coordinated production of over \$1M of software and website localization projects for major companies in the computer software and hardware industries and supervised production of all into-English translation projects (approximately \$1M/year) for BGN in North America while remaining within budget and on schedule.

CONFERENCES, PANELS, AND SPEAKING ENGAGEMENTS

- Delegate. Take Back the City/March on the Mayors, Miami, FL. 2008.
- Panelist and presenter. SXSW Interactive, Austin, TX. 2007.
- Panelist. GDC Online/Women's Games Conference, Austin, TX. 2005.

SOFTWARE SKILLS

- Experience with Windows and Mac OS
- Perforce, CVS, and Subversion
- Microsoft Project, Hansoft, and Basecamp
- DevTrack, Bugzilla, and JIRA
- MS Access, Salesforce.com
- TRADOS and associated translation software
- Adobe Creative Suite
- HTML, basic CSS
- MS Office XP
- WordPress

EDUCATION

- University of California at Los Angeles Extension, Los Angeles, CA. 2000-2001. Courses: Intensive Spanish I & II.
- Cornell University, College of Arts and Sciences, Ithaca, NY. Major: English literature. Concentrations: Creative writing, cultural studies.