

Justin A. Bortnick
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EDUCATION

Graduate: UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles CA

- Dornsife College of Letters, Arts and Sciences, English PhD Program (Doctorate expected May 2022)

UNIVERSITY OF PENNSYLVANIA, Philadelphia PA

- College of Liberal & Professional Studies Non-Traditional Graduate Studies (2013-2014)

College: LAFAYETTE COLLEGE, Easton PA B.A. May, 2013

- B.A., English; B.A., Classical Civilization,
- Dean's List (2010-2013)

EXPERIENCE

Allfather Productions: Founder, Writer (2013-Present)

- *Tidying Your Computer with Carrie Mondo* (2019)
 - Design, Writing, Production, Marketing
- *University Magician's Society* (2018-2021)
 - Design, Writing, Production, Marketing

Twinbeard Studios: (2015-Present)

- *Frog Fractions 2* (Released Dec 2016)
 - Writing, Puzzle Design, Business Development
 - Conceptualize, create and implement puzzles, narrative and challenges for video game and alternate-reality games
 - Outline and write content for overarching story and plot
 - Represent Twinbeard at conventions, marketing talks, business development meetings and online
 - Coordinate production of physical print run of game
 - Negotiate reacquisition of company intellectual property rights from former publisher
 - Spearhead acquisition of game development material and archival by the Strong Museum of Play, Rochester NY
 - IndieCade@E3 – Official Selection 2017
 - IndieCade Festival 2017 – Official Nominee

Definitely Real Productions (2019-2021)

- *Dared My Best Friend to Ruin My Life* (October 2020 release)
 - Lead Interaction Designer (2019-2020)
 - Design an alternate reality game marketing campaign to run before and alongside film release
 - Develop framework for ARG and integrate with preproduction promotional material
 - Supervise multiple production teams for art, design, writing and performance
 - Coordinate film crew and design team to make sure the game and film's messages and themes were mutually reinforcing

- Oversee budgeting and hiring
- Coordinate with approximately a dozen affiliated marketing efforts produced by independent contractors to produce a single coherent narrative work
- Archiving Project Manager (2021)
 - Oversee and manage division of company tasked with archiving and preserving social media aspects of the film project and alternate reality game

Erebus, LLC (2017)

- *Apocalypse Now* (Canceled)
 - “Red Team” – Market research, ad copy and game design input for survival horror RPG based on the classic Frances Ford Coppola film

Thinker-Tinker (2015-2016)

- *OCTOBO*
 - Write a children’s book to accompany OCTOBO, a digital-interactive plush toy for young children
 - alt.ctrl.GDC – Official Selection 2016
 - IndieCade@E3 – Official Selection 2016
 - IndieCade Festival 2016 – Official Nominee
 - Indie Prize Awards – Best Kids and Family Game, Most Innovative Game – Nomination
 - Successfully funded via Kickstarter, April 2018

ENGAGEMENTS AND PRESENTATIONS

Electronic Literature Organization Conference

- Paper: *Dangerous Games: ARGs, Social Media Platforms and Participatory Propaganda* (2021)

UCLA Southland Virtual Conference: Insights/Oversights, Online

- Paper: *Alternate Reality Games and Designing Propaganda* (2020)

Game Developers Conference, San Francisco CA

- 30-minute talk: 2018 Business & Marketing/Game Design Tracks: *Rallying the Resistance: Frog Fractions 2’s Alternate Reality Game* (2018)

University of Pennsylvania, Philadelphia, PA

- Guest Speaker: “Emergent Systems in Electronic Gaming.” Presented to ENGL 078.401/CINE150: Introduction to Digital Media (2014)

Overthinking It

- Guest consultant and writer on narrative structures in video games for Overthinking It, a media website that “subjects the popular culture to a level of scrutiny it probably doesn’t deserve.” (2014)

PUBLICATIONS

Red Pages Podcast

- Host of a twice-monthly podcast available on iTunes addressing questions of narrative theory and game design philosophy alongside in-depth interviews with authors and game industry luminaries regarding craft (ongoing)

Game Developer (Gamasutra)

- *Emergent Meaning and Narrative in the Digital Space: Addressing Tensions in Games and Game-like Media* (April 2016)
- *Ludic Epistolary, or, Where Have All The Letters Gone?* (December 2015)

SERVICE TO PROFESSION

Games and Culture

- Academic article peer reviewer (2021)

Association for Research in Digital Interactive Narratives

- Graduate Student Committee (2021)

Interactive Fiction Technology Foundation

- Organizing Committee for “NarraScope,” a conference on interactive fiction and narrative storytelling.
 - Treasurer (June 2019 Conference, Cambridge MA)
 - Conference Co-chair (May 2020 Conference, Online)

Independent Game Festival, San Francisco CA

- Judge for the initial nomination process for the Independent Games Festival at the Game Developers Conference (2016- 2017, 2019-2021)

IndieCade Festival, Los Angeles CA

- Juror for the initial nomination process for the IndieCade Festival, (2016-2021)

Indie MegaBooth

- Judge for the initial nomination process for the travelling showcase (2019)

Boston Festival of Indie Games (Boston MA)

- Curator for digital games judging process (2018-2019)