

WILLIAM LEE

INSTRUCTIONAL DESIGN + TALENT DEVELOPMENT

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PROFESSIONAL SUMMARY

APTD-credentialed instructional design professional with a creative and technical edge, driven to foster learning through accessible, interactive experiences. Brings a background in storytelling, teaching, game design, and visual communication to simplify complex ideas and develop tools that accelerate learning. Track record of creating environments that facilitate the mastery of difficult concepts through imaginative, learner-centered design.

CORE COMPETENCIES

Learning Experience Design	Instructional Storytelling	Curriculum & Assessments
Hybrid & Digital Learning	User-Centered Design	Educational Fiction & Gamification
Project-Based Learning	Visual Design & Communication	Immersive Learning Environments

ACADEMIC EXPERIENCE

Adjunct Instructor, The College of Westchester September 2019 – August 2020

- Designed and taught a multi-course curriculum on game design principles, storytelling basics, character design, 3D modeling, and working with game assets and basic programming in Unity.
- Established class syllabi that followed an intuitive learning path across multiple courses.
- Created video tutorials and assessments through Canvas LMS to evaluate learning effectiveness and retention.
- Facilitated in-class interactive activities and projects to reinforce hands-on learning principles.

Adjunct Professor, Quinnipiac University January 2015 – June 2019

- Taught courses in visual design and storytelling, 3D modeling, concept art, and character rigging and animation.
- Created assessments, presentations, and Blackboard LMS resources to support student learning.
- Provided individualized feedback and coaching to help students build technical and creative confidence.

CREATIVE EXPERIENCE

Narrative Designer, Salix Augeat August 2022 – May 2025

- Designed immersive experiences by writing branching dialogue that guided player learning and exploration.
- Developed narrative briefs and presentations to align level and character design with story and learning goals.
- Collaborated cross-functionally with artists, programmers, and designers to integrate narrative content into Unity and Articy:draft workflows.
- Provided feedback to concept artists, ensuring visuals aligned with narrative objectives and world-building.
- Authored character bios and lore documents to deepen team member engagement and contextual understanding.

Freelance Narrative Designer, Far Owl Studios May 2024 – November 2024

- Scripted and iterated on branching dialogue designed to teach players how to examine and connect in-game clues.
- Co-developed game mechanics and story arcs to support narrative learning systems.
- Built and tested an interactive evidence board prototype, emphasizing player-driven discovery and analysis.

Freelance Creative Writer, EA EduDesign July 2022 – January 2023

- Wrote short stories for a student audience, integrating economic and social justice themes into narrative formats set in the fictional world of *Nation-X*.
- Designed formative assessments to measure knowledge retention and critical thinking related to story content.
- Received and incorporated critical feedback from editors to align stories with learning standards.

Freelance Game Writer, G5 Entertainment July 2021 – June 2022

- Crafted dialogue and item names for character interactions to guide users through gameplay.
- Applied instructional storytelling techniques to support learning-by-doing within the game world.
- Ensured consistency with tone, theme, and visual assets across in-game materials.

- Spearheaded cross-departmental collaboration, problem-solving, and project management to align production assets with project goals and maintain pipeline efficiency.
- Partnered with artists, engineers, rigging teams, and technical lead to streamline workflows and develop custom tools, including layout-resolution character rigs and intuitive character pickers for layout artists.
- Designed and delivered in-person training sessions on Python fundamentals and new tool adoption for non-technical creatives, supporting team learning and tool integration.
- Created user-focused documentation and UI improvements to enhance software usability across departments.
- Facilitated interactive VR sessions that enabled directors to "scout" locations for creative planning using Unity.
- Cleaned and prepared sequence files for smooth handoff to downstream departments, ensuring consistency and readiness for production.
- Supported a studio-wide production pipeline overhaul, facilitating change management across multiple departments and serving as the primary point of contact between production engineers and artists.
- Collaborated with layout artists and rigging TDs to create and present lessons for a high school teaching program.
- Worked directly with the VR team to convert 3D sets from Maya into Unity for use in immersive VR environments; supported interface playtesting and contributed to development-related tasks.

Additional Experience Includes:

3D Animator, Wise Web Connections

Graphic Designer & Visual Effects Artist, Desco Services

Graphic Designer, New York University, Office of Student Activities

Production Artist, Times Newsweek Newspaper

EDUCATION

Master of Science, Digital Imaging & Design, New York University

Bachelor of Arts, Computer Art (*Minors in Business & Creative Writing*), SUNY Oneonta

CONTINUED EDUCATION

Associate Professional in Talent Development (APTD), Association for Talent Development (ATD)

Generative AI as a Learning Design Partner Specialization, University of Michigan (Coursera)

Instructional Design Certificate, Association for Talent Development (ATD)

Leading Change: Go Beyond Gamification with Gameful Learning, EDx

Writing Courses, UCLA Extension (*Developing Video Game Narratives, Video Game Writing I*)

Writing Courses, Gotham Writers (*Screenwriting I & II, Video Game Writing: Parts 1 & 2*)

COMMUNITY INVOLVEMENT

Active Member, Association for Talent Development Southern Connecticut Chapter (ATD SCC)

TECHNICAL SKILLS

Tools & Platforms: Storyline, Rise, Adobe Creative Suite, Unity, Articy:draft, Twine, Canvas LMS, Blackboard LMS

Programming & Scripting: Python, MEL, C#, C++

Production Tools: Slack, Confluence, Jira, Bitbucket, Miro, Google Suite