

Adrien Ramirez

SUMMARY

Cross-platform game designer and tech journalist with 10 years of experience creating user-first digital content. Proven success leading multi-platform games from concept to launch and refining online content strategies for USA Today's audience of 100M+ monthly readers. Blends game design, storytelling, audience analytics, and project leadership to deliver engaging, accessible experiences across mobile, PC, and VR. Passionate about building inclusive experiences that delight everyone through smart project leadership, deep user research, technical insight, and narrative innovation.

EXPERIENCE

AUTHOR IN RESIDENCE | PORTER SQUARE BOOKS, CAMBRIDGE, MA | FEB 2025 - PRESENT

- Highly selective residency at one of the Boston area's most prominent independent bookstores to support the novelist's career, promote their work, and host readings and signings.

SENIOR STAFF WRITER, COMPUTING | REVIEWED, USA TODAY / GANNETT, CAMBRIDGE, MA | MAY 2020 - NOV 2024

- Managed and expanded PC and software coverage into hardware ecosystems, Cloud gaming, streaming, and e-waste using SEO data insights from Google Analytics, SEMrush, and Parsely to reach audiences of 100M+ monthly.
- Built partnerships with top tech companies (Microsoft, Nvidia, AMD) for product reviews and early access.
- Wrote hundreds of accessible, technical articles on cloud software, cross-platform systems, and e-waste solutions.
- Advocated for e-waste reduction via accessible how-to content on tech repurposing.

TECH REPORTER | DOTDASH-MEREDITH (REMOTE) | FEB 2019 - MAY 2020

- Published in-depth reviews and features for video games, VR headsets, and PC hardware reaching over 1M monthly readers.
- Conducted product testing and usability research for general audiences.

INTERACTIVE/UX DESIGNER AND RESEARCHER | MIT GAME LAB, CAMBRIDGE, MA | JUN 2016 - JUN 2019

- Conducted gameplay research on narrative structure, interactivity, and player presence.
- Produced *Birth of Mass*, an educational VR music game on subatomic physics in Unity with Knight Journalism Fellows.
- Led UX and game design for *Society*, a real-time multiplayer web game for 200 players using JavaScript, HTML, and CSS.
- Designed CABAL, an ARG puzzle game for 800+ players at a Google live event.

LEAD NARRATIVE DESIGNER | MASS. DIGITAL GAMES INSTITUTE, WORCESTER, MA | MAY 2017 - AUG 2017

- Designed narrative, UX, and art for *Little Grimm*, an iOS and Android mobile game downloaded 6,000+ times and developed in Unity.
- Directed promotional content and launch marketing strategy.

SKILLS

Project Management | Content Management
 Unity Game Engine | Narrative Design
 Game Development | Technical Writing
 SEO and Google Analytics | HTML/CSS/JS
 Adobe Creative Suite | Spanish (Fluent)
 Cross-Platform UX Design and Writing

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT) | CAMBRIDGE, MA

B.S. Interactive Media Studies and Creative Writing | Sept 2015 - Jun 2019

RELEVANT COURSEWORK:

Interactive Narrative, VR Studio, Game Studio, Statistics, Computation and Expression, Managerial Psychology, Managerial Finance