

# Toby McCall

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## Education

### Digital Game Development, Level Design

The Guildhall at SMU | 2010

### Master of Arts, Rhetoric and Composition

Florida State University | 2008

Thesis: A Burkean Analysis on the Relationship of the Image to Player Motivation in First-Person Shooter Games

<http://diginole.lib.fsu.edu/islandora/object/fsu:180892/datastream/PDF/view>

### Bachelor of Arts, English Literature

Florida State University | 1997

## Certifications

Microsoft Certified Systems Administrator in Windows 2003 (MCSA)

Windows 2000 (MCSE)

NT 4.0 (MCSE)

Microsoft Certified Trainer (MCT)

A+ Certified

## Skills

- Level Design
- World Building
- Scripting
- Photoshop
- Visio
- Adult Learning and Training
- SCRUM
- AGILE Development
- Visual and Interactive Communication
- Technical and Creative Writing

## Research Interests

- Level Design
- World Building
- Game Scripting
- Game History
- Narrative in Games
- Game Design
- Rhetoric of Games
- Monetization in Games
- Games as Art
- Poetry
- Psychology
- Place, Movement, and Identity

## Teaching Experience

### Graduate Teaching Assistant | Florida State University | 2006 - 2008

During my studies in Rhetoric and Composition, I served as a graduate teaching assistant in the first-year writing program. My classes were held in computer writing classrooms and focused on the rhetorical effects of composition in digital mediums.

### Microsoft Certified Trainer | Computer Tutors | 2000 - 2005

As a trainer, I lead technical training in a variety of software products and certification tracks. I developed lesson plans and activities and created multiple Windows 2000/2003 Active Directory domains for classroom configurations.

## Lectures

War Games, a discussion of war-themed games presented as part of a Multicultural Film Course at Florida State University.

2007 [https://www.youtube.com/playlist?list=PL\\_HCOD9JMnUWr5I-FeCFglfL\\_IWdvZ6Rg](https://www.youtube.com/playlist?list=PL_HCOD9JMnUWr5I-FeCFglfL_IWdvZ6Rg)

## Membership and Service

President of Student Council - SMU	2010
Rhetoric and Composition Assistant to the Program Director	2007
Graduate Student Council - FSU	2006

## Awards

Scholars Conference Scholarship - International Game Developers Association (IGDA)	2010
The Fred Standley Award for excellence in Teaching - Florida State University	2007

## Professional Experience

### Designer | Bioware Austin | 2010 –PRESENT

As a designer, I work in a fast-paced, deadline-driven environment as a liaison between Art, Engineering, Writing, and Production. I write and update technical and design specification documentation for stakeholders in multiple formats including HTML, Visio and Photoshop. I schedule and prioritize tasks and provide time estimates for myself and team members. Additionally, I use multiple game engine toolsets and proprietary scripting languages to create encounters and character abilities. I am well versed in SCRUM, AGILE development, and am comfortable learning new software quickly.

#### Achievements

- Designed exciting new items for micro-transaction purchasing grossing millions in revenue and enticing players to engage with our in-game store.
- Streamlined pack creation processes, reducing development time from months to weeks while achieving some of the highest pack sales since the store was launched.
- Defined and documented the Strongholds player housing decoration hook system and level design of Strongholds.
- Designed and scripted some of the most memorable Operation and Flashpoint boss encounters using well commented and stable scripting language adhering to Bioware's scripting standards.
- Strengthened cross-discipline communication between design, engineering, and art, improving morale and productivity.
- Mentored and trained multiple designers in the use of tools and design standards.

### Technical Writer | Blue Cross Blue Shield | 2008 - 2008

In this contract position, I wrote and published weekly marketing releases and designed the Marketing department's Intranet site to provide easily accessible process and procedure documentation.

### Web Manager | Florida Department of Environmental Protection | 2004 - 2006

As web manager, I collaborated with the Network Administration group to schedule and conduct software installations, configuration changes, and directory structures on multiple IIS servers. I also developed and maintained HTML standards and processes for a distributed team of web authors.

### Coordinator of Computer Applications | Florida State University | 2004 - 2004

During the startup of a new technical services division for the university, I installed and configured Windows 2000 Servers, and provided support and training for end users.

### Information Technology Consultant | Self-Employed | 2002 - 2004

As the owner of my own small business, I designed and maintained networks, provided security and process consultation, support and training for multiple small business clients.

## Professional Projects

Star Wars the Old Republic: Knights of the Fallen Empire (2015)  
 Star Wars the Old Republic: The Shadow of Revan (2014)  
 Star Wars the Old Republic: Strongholds (2014)  
 Star Wars the Old Republic: Galactic Starfighter (2014)  
 Star Wars the Old Republic: Rise of the Hutt Cartel (2013)  
 Star Wars the Old Republic (2012)