

Lyndsay Beaver

Systems Designer

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PROFILE

Game Designer specializing in monetization design and live-service systems, with a track record of cross-team product ownership spanning content, economy, and player engagement. Skilled at translating business goals into shipped, data-driven features across cross-functional teams.

SKILLS

- Systems and Features Design
- Monetization Design
- Cross-Discipline Team Collaboration
- Data-Driven Content Implementation
- Player Retention & Engagement Systems
- Proficient with Atlassian Jira and Confluence
- Proficient with Perforce
- Proficient with Word, Excel, and PowerPoint
- Visual scripting and node-based tools (ZOS proprietary engine + Unreal Engine)

EXPERIENCE

Systems Designer | Sept 2020 - July 2026

Zenimax Online Studios : Elder Scrolls Online

- Expanded into Systems, supporting a wide cross-team portfolio spanning Gameplay Integration, Cosmetics, Events, Housing, Market Engagement, and Pre-Purchase — often balancing 5+ teams concurrently.
- Continued Product Ownership and data implementation of chapter Pre-Purchase through Content Pass 2025 — ESO's first release under its new content-pass model — maintaining constant coordination between business and development stakeholders to ensure a seamless transition away from the legacy chapter structure.
- Designed and implemented core PvP and gameplay systems including Unified Repair Kits, Cyrodiil Inventory Improvements, and Stackable Siege Weapons — covering edge-case sourcing logic, close collaboration with UI and gameplay engineering, and cross-team QA validation.
- Worked on the Housing team, pricing 2-3 houses and 100+ furnishings per quarter, and designing the Housequest product line.
- On the Player Champions team — a game-director-led initiative focused on player sentiment and quality-of-life — designed and implemented high-priority features and roadmap initiatives, including the Furnishing Vault (built with Housing) and 13+ features and improvements shipped in a single player-engagement-focused release.
- Had 3-4 additional Player Champions designs in flight beyond the initial release — some shipping in Update 50, others queued for upcoming unscheduled updates — reflecting sustained design output across multiple release cycles.
- Documented processes and best practices ahead of major team transitions — praised specifically by the Housing team for thoroughness — and mentored an intern through the product collectibles pipeline handoff.

Monetization Designer | July 2015 - Sept 2020

Zenimax Online Studios : Elder Scrolls Online

- Primary implementer of Crown Store "stamps" — the proprietary configuration and scheduling system controlling live and rotating Store and Daily Login items (mounts, pets, costumes, DLC) — supporting every release throughout tenure on the Monetization team.
- Designed and implemented Customized Actions, letting players apply personalized visual effects across five core gameplay actions (all four harvesting types plus Recall) — a well-received feature that became a strong driver for monetization and player engagement.
- Designed and implemented Companion Commendations, a well-received system praised as a strong driver for engagement.
- Served as primary data implementer on ESO's early chapter-to-DLC conversions, helping establish the pipeline for chapter content sales.

- Product Owner for chapter Pre-Purchase starting with Elsweyr (2019); remained the primary data implementer throughout and later resumed PO duties directly, continuing ownership through Content Pass 2025.
- Collaborated cross-functionally with Systems, DBAs, QA, Character Art, Animation, and Production teams to deliver Crown Store content on schedule, serving as a key point of contact across disciplines.
- Joined the Events team at inception, helping shape event rewards, products, and economics.

Quality Assurance Tester (Senior) | July 2013 - July 2015

Zenimax Online Studios : Elder Scrolls Online

- Member of the Dungeon team, testing all aspects of the game's instanced dungeons and trials (raids), conducting art, bug, functionality, and balance passes solo and in 4-person and 12-person groups.
- Tested the LFG (Looking for Group) system from initial implementation through multiple iterations to launch, helping shape one of ESO's core group-matching systems.
- Served as primary point of contact and lead tester for Crown Crates at their introduction to the game.
- Took sole ownership of testing the SQL stamps driving Crown Store schedule and pricing.
- Took point on Dev Push coordination from the console side, and performed daily Smoke, BVT, Coders, and Integration tests across the game's development tools.
- Initiated and led the training team's creation of new curriculum and lesson plan content.

SHIPPED PRODUCTS & FEATURES

Designed / Led

- Customized Actions
- Companion Commendations
- Furnishing Vault
- Unified Repair Kits
- Cyrodiil Inventory Improvements
- Stackable Siege Weapons
- Houseguest Product Line
- The Fair Winds (ship house)

Player Champions QoL Features (Update 49 & 50)

- Bag and Bank Cost Reduction
- Hide Slot Options (Chest, Waist, Legs, Hands, Feet)
- Longer Antiquities Lead Times
- Account-Wide Outfit Slots
- Faster Mount Training
- Quicker Crafting Research
- Improved Companion XP Gains
- Exemplary Item Deconstruction
- Daily Quest Limit Cap Increase

Product Owner / Data Implementation – Chapters & Content Releases

- Summerset (2018)
- Elsweyr (2019)
- Greymoor (2020)
- Blackwood (2021)
- High Isle (2022)
- Necrom (2023)
- Gold Road (2024)
- Content Pass 2025 – Seasons of the Worm Cult

Contributed To / Supported Delivery

- Crown Store product cycles (mounts, pets, costumes, DLC) – ongoing, every release
- Dungeon and Zone DLC bundles
- Houses and furnishings – ongoing, quarterly cadence
- LFG (Looking for Group) System
- Crown Crates

EDUCATION

Full Sail University — Bachelor of Science: Game Design, Graduated 2013

Salutatorian – Top 2 in Graduating Class