

Martijn Herrman

Narrative Designer | Game Writer | Worldbuilder

Linkedin: [martijn-herrman](#) Email: info@martijnherrman.nl

SUMMARY

Creative Narrative Designer and Storyteller with 10+ years of experience writing interactive narratives, game dialogue, and world lore for top-tier mobile games. Known for building emotionally engaging characters, consistent worlds, and dynamic questlines across genres — from zombie apocalypse to whimsical fantasy.

For over 6 years, I served as the sole writer on The Walking Dead: Survivors, developing long-term story arcs and lore across 15 seasons. I bring a unique mix of narrative craftsmanship, visual storytelling, and cultural localization fluency — having worked in Chinese studios with multicultural teams.

Fluent in English and Dutch, experienced in East Asian cultural contexts, and currently developing an indie narrative RPG. Passionate about the intersection of gameplay and storytelling, with deep knowledge of narrative systems, player psychology, and interactive immersion.

WORKING EXPERIENCE

ELEX Technology

Jan 2019 – Dec 2024

Writer & Narrative Designer

The Walking Dead: Survivors (4X Strategy, Mobile)

- Sole narrative lead for 4+ years; created 90%+ of the game's story, dialogue, character bios, and event lore.
- Designed seasonal narrative arcs across 15 Seasons, maintaining consistency, emotional depth, and player engagement.
- Collaborated cross-functionally with developers, designers, and localization teams to ensure immersive narrative integration.
- Provided narrative consulting and lore development for several other ELEX titles, including:
- Age of Sea (4X SLG)
- Mars Colony Builder (Unannounced)
- Zootopia-style City Game (Unannounced)
- Merge Warfare (SLG-Merge Hybrid)

Novelist

2016 – 2025

Independent

- Authored a 100,000-word Young Adult novel in Dutch, scheduled for publication in 2025.
- Themes include identity, intercultural belonging, and mythological inspiration.
- Currently working on a narrative RPG-adventure game as solo developer/writer.

FunPlus

Mar 2013 – Jul 2018

Writer & Game Content Designer

Royal Story (Mobile Fantasy Builder Game)

- Created 4 distinct worlds and dozens of unique characters based on fairy tales and global folklore.
- Wrote countless timed quests, seasonal events, and biography quests for 11+ NPCs.
- Designed environments, objects (trees, flowers, machines), and special stories like the "Panda Mystery."
- Integrated literary references and philosophical themes into lighthearted narratives.

FunPlus

Nov 2011 – Mar 2013

Game Operations Manager

- Managed localization and translation (Dutch/English), community management, and content writing for Family Farm and Flower Shop.
- Engaged players via Facebook fan page, gathered feedback, and optimized game messaging.
- Provided story writing and game testing to support game updates and player satisfaction.

EDUCATION

MA in Chinese Language & Culture – Ghent University, Belgium | 2013

Sichuan University (Chengdu, China) | 2011 – 2012

International program: Chinese Culture, Social Psychology, IR

Liaoning University (Shenyang, China) | 2009

Semester abroad, focus on Classical Chinese Literature

BA in Journalism (Radio) – Fontys, Tilburg, Netherlands | 1999 – 2002

Certifications:

- Game Writing: Storytelling Through Design – Udemy
- Narrative Design Masterclass: Write Stories for Games – Udemy
- The Psychology of Games & Color – Udemy
- Active learner via GDC, Game Maker's Toolkit, Razbuten, NeverKnowsBest, and more

SKILLS

- Narrative Design & Dialogue Writing
 - Worldbuilding & Questline Design
 - Character Arcs & Emotional Storytelling
 - Localization Writing & Cultural Adaptation
 - Passion for Mythology, Legends, Philosophy & Narrative Psychology
- Interactive Tools: Twine, Ink, Figma, Jira, Feishu
 - Game Genres: 4X, SLG, Merge, Builder, Fantasy
 - Creative Writing: Novels, Literary References, Fairytales
 - English Writing Mastery (native-level), Dutch (native), Chinese (advanced reading)