

JOHN KARNAY

Phone: (347) 283-9390
JohnKarnayResume@gmail.com

3440 Ranch TRL APT 2318
Cedar Park, TX 78613

PROFILE

- Prolific Lead Writer and Lead Narrative Designer with twelve years of experience writing for AAA, free to play, and mobile game leaders
- Credited on over thirty game titles for iOS, Android, Facebook, Web, Console, and PC
- Award-winning author of published fiction, comic books, Tabletop RPGs, Hollywood film scripts, and educational software guides
- Lead Narrative Designer and Writer on recent Top 5 Grossing Mobile titles: *Episode: Choose Your Own Story*, *Choices: Stories You Play*, and *The Walking Dead: Road to Survival*
- Veteran Game Designer and Producer with cross-discipline skills and an understanding of game development from Pitch to Live Ops
- Certified SCRUM Master and experienced Product Owner on over a dozen AAA and Mobile games
- Proven expert in Cinematic Storytelling, Script Writing, VO Direction, Creative Direction, World Building, Brand Management, Tutorial/FTUE design, Engagement, Retention, and Free to Play design
- Expert at working with geo-located or remote teams internationally and locally

SKILLS

Narrative Design Expertise

- Team Leadership, team building and mentorship
- Hollywood quality dialogue/cinematic writing and VO Direction
- Original IP development and championing existing global Brands
- Broad range of genre expertise including Horror, Comedy, Super-heroic, Fantasy and Sci-fi

Audio Engineering

- 25 years of musical performance experience
- Sound Design, Voice Acting, VO Direction, and Music Editing
- Audacity, Sound Forge, Pro-Tools 7

Design Software Experience

- Content Writing: Final Draft, MS Office, Adobe Story, Twine, Yarn Spinner, Chat Mapper
- Production: Hansoft, JIRA, Confluence, Slack, Project, Perforce, Zoom
- Prototyping: Visio, Miro, Project, Articy Draft, Mural

Technical Familiarity

- Acclimated with current AAA and mobile game design practices
- Able to quickly learn proprietary tools/scripting languages
- Experience creating Cinematic Content in UE3 Matinee and UE4 Sequencer
- Familiar building game content using Unity, UE3, UE4, UE5, Lumberyard, and proprietary scripting formats

PROFESSIONAL EXPERIENCE

Yotta Games, Shanghai, China and Los Angeles, CA

July 2023 to Present

Principal Narrative Designer

Unreleased Project X (Next Gen Consoles, UE5)

- Spearhead the AAA adaption of gritty, mature Hollywood movie treatments into gameplay treatments, world building, and Narrative vision documentation
- Coordinate the narrative design efforts of a 25 person development team of contract and FT writers, narrative designers, mission designers, artists, and developers
- Develop new Narrative best practices, mentor junior designers/writers, and devise improvements to proprietary Quest and Narrative design tools using UE5

2K Games/Visual Concepts, Austin, TX

February 2022 to July 2023

Lead Narrative Designer

NBA2K23 (PC, PS4, XB1, Next-Gen Consoles)

- Spearheaded the writing, pitch, and documentation efforts for Quest and Narrative Design
- Present narrative design proposals and pitches to Leads, Directors, Brand Managers and C-staff
- Create AAA quality narrative, dialogue, and quest concepts for a globally recognized leader in AAA sports games
- Develop new Narrative best practices, mentor junior designers/writers, and devise improvements to proprietary Quest and Narrative design tools

Certain Affinity, Austin, TX

August 2019 to January 2022

Lead Narrative Designer

Transformers: RISE TPS (PC, PS4, XB1, Next-Gen Consoles)

- Wrote, pitched, documented all aspects of the Narrative Design and Lore for a AAA globally recognized IP
- Created the “definitive” canon storyline for the IP and future toy lines associated with it
- Pitched story and quest design proposals to Directors, Brand Owners, and C-staff
- Infused brand lore into all areas of development including Art, Game Design, and Metagame/Monetization
- Directed Top VO actors to gain iconic, on-brand performances of classic Transformers characters: Peter Cullen, Frank Welker, Jeffery Combs, Will Friedle, Steve Blum, David Sobolov, and others

The New World MMO - Brimstone Sands Zone - Amazon Game Studios (PC, XBOX, PS5)

- Wrote and documented all aspects of the Narrative and Lore for the Brimstone Sands post-launch zone
- Co-designed the full quest campaign, including Lore Pages, Enemy design, and progression
- Worked closely with AGS and their team to ensure that The New World brand is proper represented

Daybreak Games, Austin, TX

May 2017 to January 2019

Assistant Creative Director / Lead Narrative Designer

John was lead creative for a team of twelve content designers and artists on the AAA MMO DC Universe Online. He was responsible for the ideation, pitch, design, and delivery of quarterly DLC Live updates. During his tenure, DCUO reached its 2nd and 3rd highest grossing years of its 10 years of Live Operations. His encyclopedic knowledge of the DC

brand earned him accolades from DC Brand Managers, Creatives, and fans. **DC Universe Online MMO (PC, PS3, PS4, XBOX-One, Switch)**

- Shipped eight, sizable quarterly DLC releases which consecutively broke the previous highest revenue record
- Pitched DLC narrative proposals to President, EP, and DC Comics brand owners for approval and buy in
- Copyedited and implemented all VO, gameplay, and marketplace data via UE3 / 3rd party tools
- Managed and documented all Art and VO asset requests for the Content Design team
- Casted and Directed Top Hollywood VO actors to gain iconic, on-brand performances including Mark Hamill, Kevin Conroy, Jensen Ackles, James Marsters, George Newbern, Susan Eisenberg, Adrienne Mishler, Liz Maxwell, and more

KingsIsle Entertainment, Austin, TX

September 2014 to May 2016

Senior Game Designer III / Lead Narrative Designer

John was the Lead Narrative Designer on an unreleased AAA superhero MMO. He owned the content and narrative design duties for that project, as well as other game projects developed after the company moved to mobile gaming.

Hero 101- Unreleased Superhero MMO (PC)

- Owned the Narrative and Game Lore of a AAA MMO with four expansive worlds
- Authored GDDs, TDDs, and Lore Bibles from detailed systems docs to high level pitches
- Coordinated with Art, Tech, VO, and Design department heads to ensure workflow parity

Mobile Game Projects (iOS & Android)

- Advised C-staff on best design practices/critical KPIs for transition to mobile development
- Wrote and designed content and systems based on Top Grossing mobile game mechanics
- Mentored content and game designers on MVP design, scaling and retention-based design

Kabam, Austin, TX

April 2012 to October 2013

Lead Narrative Designer / Senior Game Designer II

John was Lead Narrative Designer specializing in mission design and feature design for *Imperium: Galactic Wars*. He was solely responsible for creating and driving the creative direction of all user-facing content. As Senior Designer, he was solely responsible for implementing and balancing all PVE encounters, AI behavior, as well as designing the First User Experience.

Imperium: Galactic Wars (PC, Mobile)

- Owned world-building, narrative flow, NPC characterizations and cinematics
- Designed the PVE mission content flow and implemented and balanced all encounters
- Created game systems for Narrative Delivery, Combat and Achievements
- Managed four game designers and collaborated with Art and Tech Directors and their teams
- Directed and wrote all cinematic and dialogue performed by top VO actors including Jeffery Combs (Re-Animator, Star Trek: Deep Space Nine, Would You Rather)

Additional Products (PC, Mobile)

- Provided additional Narrative Design support for other global Kabam Studios
- Contributed to content creation for #1 Top Grossing iOS/Browser titles: Fast and the Furious, LOTR: Armies of Middle Earth, Contest of Champions

Rock You Games, Redwood City, CA

July 2011 to April 2012

Lead Narrative Designer / Senior Producer

John acted as a Senior Producer and Lead Narrative Designer for the Publishing division of Rock You games. He managed the production and design direction of 3rd party developers and license holders as their main point of contact. He also provided narrative design for globally recognized IPs such as AMC's *The Walking Dead*.

- Designed combat systems, free to play mechanics, monetization systems, first user experience and mission content in collaboration with 3rd party developers
- Wrote and directed rich dialogue and VO for voice talent from AMC's *The Walking Dead* TV series
- Managed AMC's *The Walking Dead* brand from concept to final release in cooperation with stakeholders

Sonic Boom Games, New York, NY

December 2009 to July 2011

Director of Production / Lead Game Designer

John was promoted to lead studio wide development of titles for iOS and Android. This included management of a twenty-person internal development team of designers, artists, engineers, and marketing personnel. He was responsible for innovative design, content, and creative direction of free to play hits such as *High Roller Casino*, *Crazy Night Out* and *Crazy Night Out: Vegas*.

- Created, documented, and balanced all game play features developed by the internal development team
- Wrote, designed, and produced *Crazy Night Out: Vegas* for iOS, a comedic, top 20 simulation title for iOS
- Oversaw the internal production and launch of game titles for Mobile, and PC platforms

Vogster Entertainment, Saddle River, NJ

November 2006 to December 2009

QA Supervisor/ Producer

Acclaim Entertainment, Glen Cove, NY

January 1997 to May 2002

QA Analyst / Jr. Producer

CONTRACT AND CONSULTING EXPERIENCE

Narrative and Game Design Consultant

1995 to Present

John has acted as a Creative and Lead Narrative consultant for top international game companies including: Sony Online Entertainment, Peak Games, Pocket Gems, Pixelberry, Scopely Games, Ubisoft, Behaviour, Rockstar, and CI Games provided award winning and top grossing content for their world class AAA and mobile products.

- **Pocket Gems** – Episode: Choose your Own Story (iOS, Android) Top Grossing
- **Scopely** – The Walking Dead: Road to Survival (iOS, Android) Top Grossing
- **Rockstar Games** – Unreleased GTA V Christmas DLC (PS4, XBOX-One, PC)
- **Peak Games** – Clash of Champions (iOS, FB), Toy Blast (iOS) Top Grossing
- **Larian Studios** – Divinity: Original Sin 2 (PS4, PC) 93% Metacritic, 9.6 IGN
- **BHVR Studios / Ubisoft** – Assassin's Creed Rebellion (iOS, Android)
- **CI Games** - Sniper: Ghost Warrior 3 (PC, PS4, XBOX-One)

- **MGM Studios** - Hot Tub Time Machine 2 – Script Doctor on theatrical cut

EDUCATION

Long Island University: C.W. Post Campus

1997

Bachelor of Creative Writing / English Education

Captain of the Philosophical Debate Team & Head of the Creative Writers' Guild

JOHN KARNAY

Phone: (347) 283-9390
JohnKarnayResume@gmail.com

3440 Ranch Trl APT 2318
Cedar Park, TX 78613

SELECT GAME CREDITS AND WORKS

2KGames/Take Two Interactive/Visual Concepts Austin

- **NBA 2K23**
- **NBA 2K23 Seasonal Content: Seasons 1 through 9**

Certain Affinity

- **Transformers: RISE**
- **A New World MMO -Brimstone Sands Zone- Amazon Games Studio**
- **Unannounced AAA Rogue-lite Fantasy FPS - Tencent/Certain Affinity**
- **Unannounced Sci-fi Survival Looter-Shooter -Microsoft/Certain Affinity**

Daybreak Games / SOE

- **DC Universe Online MMO** ○
 - Episode 28: Age of Justice
 - Episode. 29: Jokes Vs. Riddles ○
 - Halloween Event 2018 ○
 - Episode 30: Earth 3 ○
 - Anniversary Event 2018 ○
 - Valentine's Event 2018 ○
 - April Fool's Event 2018
 - Episode 31: Deluge: The Return of Starro ○
 - Death of Superman: Anniversary Event ○
 - Halloween Event 2018
 - Episode 32: Teen Titans - The Judas Contract ○
 - Episode 33: Atlantis - Battle for the Throne ○
 - Anniversary Event 2019 ○
 - Valentine's Day Event 2019 ○
 - April Fool's Event ○
 - Episode 34: Justice League Dark

Kingsisle Entertainment

- **Wizard 101 MMO** ○
 - Polaris World DLC
 - Mirage World DLC
- **Hero 101 MMO (Unreleased)**
- **Hero 101 Mobile (unreleased)**

JOHN KARNAY

Phone: (347) 283-9390
JohnKarnayResume@gmail.com

3440 Ranch Trl APT 2318
Cedar Park, TX 78613

Kabam

- Imperium: Galactic War
- Fast and the Furious
- Marvel: Contest of Champions

Rock You Games

- AMC's The Walking Dead
- Kartworld

Sonic Boom Games

- Crazy Night Out
- Crazy Night Out: Vegas ● Love and Death: Bitten
- High Roller Casino
- Makua High Stakes Poker
- Diner Dash: Flo on the Go
- Wedding Dash
- Wedding Dash 2

Vogster Entertainment

- Crimecraft: Gang Wars MMO

Acclaim Entertainment

- Shadowman
- Turok: Rage Wars
- WWF Warzone
- WWF Attitude
- ECW Hardcore Revolution
- Revolt

SELECT FREELANCE CREDITS AND WORKS

CI Games

- Sniper: Ghost Warrior 3

Larian Games

- Divinity: Original Sin 2 – Existential Skeletons Content

JOHN KARNAY

Phone: (347) 283-9390
JohnKarnayResume@gmail.com

3440 Ranch Trl APT 2318
Cedar Park, TX 78613

Rockstar Games

- **GTA V: Christmas DLC "The De Santa Clause" (Unreleased)**

BHVR / Ubisoft

- **Assassin's Creed Rebellion**

Pocket Gems

- **Episode: Choose Your Own Story**

Scopely Games

- **The Walking Dead: Road to Survival**

Peak Games

- **Clash of Champions**
- **Toy Blast**

Labrodex Games

- **Scraper: VR Shooter**

SELECT PUBLISHED NON-GAME MEDIA

MGM Studios

- **Hot Tub Time Machine 2 -Script Doctor**

American Short Story Monthly

- **Father's Day**
- Winner of the NYC Ray Bradbury Storytelling Contest 1999
- Critical praise by Kurt Busiek and Bill Willingham of Vertigo Comics Fables
- Short List of the O Henry award for short fiction 2000

Sci-fi and Fantasy Digest

- **Clan of One**
- Sci-fi and Fantasy Digest Winner of SFFD Short Fiction contest 2002
- Runner up: L. Ron Hubbard Writers of the Future Short fiction contest 2003

Valiant/Acclaim Comics

- **Turok: Dinosaur Hunter**
- **Shadow Man**

JOHN KARNAY

Phone: (347) 283-9390
JohnKarnayResume@gmail.com

3440 Ranch Trl APT 2318
Cedar Park, TX 78613

UNIGames

- **Villains & Vigilantes RPG System 3rd edition – Additional Author**
- **Living Legends RPG System -Co-Author**
- **Blood Ties Campaign Supplement -Author**
- **The Fall of Hero Alliance Campaign Supplement - Author**

West End Games

- **Best of Star Wars Adventure Journal – Co-Author**
- **Lord of the Expanse Campaign Supplement -Co-Author**