

MICHAEL ANNETTA

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WWW.MICHAELANNETTA.COM

SUMMARY

A versatile experience designer/producer who leverages cutting-edge technology to craft immersive and award-winning worlds and games. A proven team leader who proactively manages the development and production lifecycles of diverse creative projects. Hallmarks include creative vision, communication skills, and a dedication to improving the user experience through continual technological innovation.

EXPERIENCE

SONY PICTURES ENTERTAINMENT, Culver City, CA, 2018 – present

Designer/Producer, Smart Speaker Voice Games

- Design and assist in leading the development of voice-enabled games of major IPs like *Jeopardy!* and *Who Wants to Be a Millionaire* for SmartSpeaker platforms (e.g. Amazon Alexa, Google home)
- Design user flows, design interactions, write dialog prompts, review and test builds, edit and process audio, plan content requirements, schedule build deliverables and launches
- Effortlessly transition back and forth between creative responsibilities and project management, as needed, over the course of the project

EDUCATION

Master of Fine Arts

Interactive

Media & Games

USC School of

Cinematic Arts

Los Angeles, CA

Honors

Fox Fellowship Award

Bachelor of Arts

Film & Communications

Penn State University

State College, PA

MATTERVR, Santa Monica, CA, 2017

Lead VR Experience & Narrative Designer, *Wonders of the World*

- Recruited to lead the development and design of *Wonders of the World*, an interactive educational experience for GearVR and Rift, at pioneering VR studio specializing in immersive storytelling
- Crafted all characters and narratives for the story, interfacing with internal creative teams to ensure consistency in execution
- Sketched wireframes and flowcharts to define the user experience and user flow, utilized Articy:Draft 3 software to shape the game's overall interactive structure, and drafted comprehensive design document to facilitate streamlined production of future episodes
- Researched extensively to authenticate historical details and inform creative content, adapting ancient board and dice games to build engrossing in-story VR mini-games
- Played lead producer role throughout, advising on pitch documents to secure project funding, making key casting decisions, and directing voiceover talent as necessary

SOFTWARE

Unity 3D

Unreal Engine

Oculus Rift SDK

Slack

Lucidchart

Omnigraffle

Articy:Draft

Audacity

Maya LT

VR HARDWARE

Rift, HTC Vive, Gear VR

CODING LANGUAGES

C#, JavaScript

ADOBE CREATIVE SUITE

ATLASSIAN SOFTWARE

Jira, Confluence,

Hipchat

FLYING MOLLUSK, Glendale, CA, 2015 – 2017

Lead VR Designer, Creative Producer, & Academic and Research Liaison

- Spearheaded the creative development and production of *Nevermind*, the first commercially-available, biofeedback-enhanced VR game that earned stellar user reviews for gameplay content, character performances, and real world psychological impact
- Guided the successful adaptation from flatscreen to Unity-built VR game for Rift and HTC Vive
- Expertly tracked and managed all project milestones and deliverables, making strategic decisions to deliver the final game on time and under budget without sacrificing gameplay quality
- Interfaced with university representatives and research professionals to build collaborative relationships, share cutting-edge technologies, and pursue ongoing innovation in the XR, gestural interface, and Internet of Things spaces
- Analyzed numerous biotechnology devices to determine optimal compatibility and functionality within *Nevermind*'s existing narrative structure
- Partnered with CEO to shape corporate and creative strategy, scheduled tasks and sprints for Agile development activities, and directed the creation and maintenance of individual game and company websites
- Directed actor voiceover sessions and utilized Audacity and Adobe Audition to edit character audio files for use in-game

AWARDS: Received widespread recognition for VR innovation and gaming quality, earning multiple creative awards and a selection as *Indiecade* Finalist in 2015

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EXPERIENCE (CONT'D)

EXPERTISE

Experience Design
Virtual Reality
Strategic Vision
Interactive Media
Storyworld Planning
Project Management
Game Development
Agile Development
Team Leadership
Creative Vision
Production
Scheduling
Budgeting
UI / UX
IoT

WEVR (fmr. WEMO LAB), Venice, CA, 2013 & 2014 **VR Designer, *theBluVR*, 2014**

- Architected dynamic oceanic educational experience for launch title on GearVR, translating existing PC assets into dynamic, interactive VR space
- Presided over experimental R&D efforts to bring *theBluVR* to the HTC Vive, performing numerous tests of the program on the first Vive device to be used outside of Steam headquarters

Level Designer, *Superfugu*, 2013

- Designed multiple game levels and puzzles in Unity 3D and wrote supplementary educational content for popular children's mobile game

AWARDS: 2015 Proto Awards: Best Mobile Experience, Best Educational Experience for *theBluVR*

USC SCHOOL OF CINEMATIC ARTS, Los Angeles, CA, 2011 – 2018 **Adjunct Professor (Part-Time), Game Design, 2016 – 2018**

- Teach cornerstone game design course for the #1 Interactive Media & Game Design program in North America, imparting core game design principles, project management strategies, and production essentials to encourage students' professional development and success
- Mentored two student gaming projects that were selected for specialized publishing course in collaboration with USC's School of Cinematic Arts and achieved \$25,000+ in Kickstarter funding

Show Producer & Curator, Interactive Media Events, 2011 – 2018

- Recruited to produce the inaugural (2018) *USC Games Expo*, a campus-wide festival showcasing an assortment of games and interactive experiences created across multiple divisions of the university, coordinating with a variety of stakeholders, students, faculty, alumni, and sponsors
- Recruited to produce *Winteractive 2012* Interactive Media MFA exhibition, leveraging live theater and interactive production experience to design engaging user flows and floor plans
- Determined and coordinated all show content, logistics, and layout for two-day *First Move 2012* interactive exhibition at the Directors Guild of America that showcased MFA thesis projects to industry professionals
- Curated game experiences and event demos for *Out Of Control(ler)* expo (2011), conferring with developers to devise thematic set elements to elevate the overall guest experience for each exhibit

Creative Director & Lead Game Designer, *Seymour Deeply*, 2011 – 2012

- Conceptualized and produced narrative-driven interactive play experience in Unity, integrating consumer-level stereoscopic 3D projection and Microsoft Kinect gestural control
- Composed and scripted comic book transmedia extensions from the core storyworld

Design Specialist, USC Mobile & Environmental Media Lab, 2010 – 2012

- Collaborated with BMW on advanced Internet of Things project that leveraged the use of story, character, and sensory data to enhance the user driving experience
- Provided strategic support as part of innovative PUCK doctoral research project, which analyzed sensory data and user behavioral patterns to build characters and voices for modern buildings

THE LAVENDER EFFECT, West Hollywood, CA, 2013 **Creative Producer & Writer, *Today in LGBTQ History***

- Conceived and produced web-based educational project for Southern California non-profit, released publicly in the form of daily blog and social media posts
- Designed, wrote, and maintained database for all project content

WALT DISNEY IMAGINEERING, Glendale, CA, 2011 **Design Intern, Creative Interactive Attractions**

- Designed and prototyped interactive concepts, collaborated with concept artists and budget managers, and created elaborate game design documentation to facilitate a reimagining of popular theme park experience in Orlando, FL

VOLUNTEER
Game Developer
Conference
Conference Associate
2012 – 2018