MICHAEL ANNETTA

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SUMMARY

A versatile interactive designer/producer who leverages cutting-edge technologies to craft immersive and award-winning experiences 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 user experience through continual and iterative technological innovation.

EXPERIENCE

SONY PICTURES ENTERTAINMENT, Culver City, CA, 2018 – 2020
Designer/Producer, Amazon Alexa Voice Games

- Designed and led development of voice-enabled games of major franchises like *Jeopardy!, Ghostbusters,* and *American Girl* for Amazon Alexa
- Headed the redevelopment and redesign of the full *Jeopardy!* Alexa skill (Summer/Fall 2019)
- Worked closely with brand stakeholders to align defined business objectives and maintain quality
- Mentored and trained associate producers
- Designed user flows and voice interactions, script dialogue and voice prompts. Wrote, reviewed and edited game design documents and proposals. Prototyped, reviewed and tested builds. Processed audio, planned content requirements, scheduled deliverables and product launches
- Effortlessly transitioned back and forth between creative responsibilities, strategy, and project management, as needed, over the course of the several concurrent projects and live operations

MATTER VR, 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/storylines, interfacing with 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

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
- Designed and guided the successful adaptation from flatscreen to VR for Rift and HTC Vive
- Used SCRUM and Agile methodologies to track and manage all project milestones/deliverables, making strategic decisions to deliver product on time/under budget without sacrificing 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 in–game use

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

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

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

EXPERIENCE (CONT'D)

WEVR, 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*

WOODBURY UNIVERSITY, Burbank, CA, 2018 – present
Adjunct Professor (Part-Time), UX Design and Game Design
- Teach three game design courses (cornerstone freshman course imparting core game design principles, senior capstone course focusing on project management/production strategies, and fundamentals of UX/UI design course focusing on user experience design for multiple platforms)

USC SCHOOL OF CINEMATIC ARTS, Los Angeles, CA, 2011 – 2018
Adjunct Professor (Part-Time), Game Design, 2016 – 2018
- Taught 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 multiple student gaming projects that were selected for specialized publishing course in collaboration with USC's School of Cinematic Arts and achieved $35,000+ in Kickstarter funding

Show Producer & Curator, Interactive Media Events, 2012 – 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

THE ALCHEMISTS, Hollywood, CA, 2012 – 2013
UI/UX Designer & Game Designer, *Flotsam*
- Shaped UI/UX for iPad transmedia extension of Caldecott-winning children's book, *Flotsam*, collaborating with educators and curriculum specialists to build informed design strategy
- Conceived and created an Augmented Reality-enabled trading card game that served as a transmedia story extension for the main game

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 plussing of a popular theme park experience in Orlando, FL

EXPERTISE
Experience Design
Virtual Reality
Voice-Only Design
Live Operations
Strategic Vision
Interactive Media
Storyworld Planning
Project Management
Game Development
Agile Development
Concept Development
Team Leadership
Team Management
Creative Vision
Creative Briefs
Storyboarding
Wireframing
Prototyping
Production
Scheduling
Budgeting
UI / UX
IoT

VOLUNTEER
Game Developer
Conference
Conference Associate
2012 – 2018