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| Kaycee JO Harnum Creative Design & Direction | [hello@kayceejo.com](mailto:hello@kayceejo.com)  [kayceejo.com](http://www.kayceejo.com)  626-765-4141 |

Profile

15+ years' experience designing gameplay, features, content, events, social, and narrative experiences for super-fans and casual players alike. I love collaborating with a team to make amazing games and happy players. Wearing multiple hats, solving problems, and learning new things are my jam. My specialties include:

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| * Content & event design/strategy | * Player engagement | * Social mechanics & features |
| * Narrative design & world building | * Subscription & MTX | * Scripting & implementation |

Accomplishments

* Helped build and sustain one of the first and biggest online virtual worlds: Neopets
* Lead player experience innovation at Nickelodeon/Neopets with social- and community-driven events, features, loyalty programs, and digital products & services
* Returned to Neopets in its later years as Game Director, increasing overall event participation by 200-500%, concurrent users by 200%, monthly average time spent by 25%; also helped Premium business increase monthly subscriptions by 200%, item sales revenue by 100%
* Have participated in many aspects of game development as an experienced game & tools programmer, product owner & producer, game designer, content developer, creative director, and game director. I also did voice over once. That was exciting. Not good. But exciting.

titles

* ***Neopets*** (Virtual World) – Game direction, including core meta-game systems, large-scale story-driven events, monthly gameplay events, content strategy, world building, narrative & writing, MTX & subscriptions, new games & features (turn-based combat arena, puzzle games, platformers, social, etc.)
* ***Altador Cup*** (Social Gaming Tournament) – Creative direction, event/gameplay/systems design, content, narrative & writing
* ***Treasure Keepers*** (Facebook) – Social, questing, shop economies, digital board game design
* ***Ghoul Chatchers*** (Mobile) – Creative direction, writing, loot tables, UI
* ***Unreleased Neopets App***(Mobile Social Companion App) – Creative direction, experience design, mini-game design, content, writing, UI
* ***“World of Neopia”***(Unreleased Social-Driven MMORPG) – Game direction, lead game design, narrative
* ***Key Quest*** (Multiplayer Party Game) – Concept, game design, content & creative, in-game messaging & communication, real-world merchandising tie-ins
* ***Petpet Park*** (Virtual World) – Game direction, feature & systems design, economy design & balancing, world building, narrative & writing, event design, UX, in-game messaging & monitoring/filtering
* ***Monkey Quest***(Multiplayer Platformer) – Creative concepting, game design consultation
* ***Neopets TCG*** (Tabletop) – Writing, playtesting
* ***CHKN*** (Open-World Creative Sandbox) – Gameplay consultation, biz dev (pitching, publishing, Steam), convention booth oversight, community management, streamer/influencer liaison, playtesting

Additional titles & examples: [kayceejo.com](http://www.kayceejo.com)

Experience

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| **CREATIVE CONSULTANT** | Jan '16 – Present |
| *Self-Employed* |  |

* Use my extensive experience to provide feedback and insight to game developers making their dream projects, both as a freelance contractor and third-party advisor
* Have consulted on: game mechanics & systems, player engagement, social features, content strategy, narrative & world building, community mgmt., streaming features, product & business development

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| **CREATIVE/GAME DIRECTOR** – Neopets | Jul '10 – Sep '14 |
| *Nickelodeon Games / JumpStart* |  |

* Returned to Neopets as its game director to reinvigorate the brand and re-engage its players
* Told stories, created experiences, and continuously developed an entire world for a few million of my closest friends
* Provided Neopets brand oversight across the studio to multiple disciplines: MTX, subscriptions business, marketing, merchandising, etc.
* Interfaced directly with players and fan organizations to message, engage, and gather feedback

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| **DIRECTOR, GAME DESIGN & CREATIVE DEVELOPMENT** – Virtual Worlds | Dec '07 – Nov '10 |
| *Nickelodeon Games* |  |

* Oversaw game design and community management for the studio's new and existing properties
* Developed new IPs and game franchises as well as concepted new games for existing Nickelodeon properties

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| **DIRECTOR, SITE CONTENT -** Neopets | *Nickelodeon Games* | *Jun '05 – Dec '07* |
| **PHP Programmer** | *Neopets, Inc.* | Nov '02 – Jun '05 |
| **PHP Developer** | *Trik:Media* | Mar '02 – Aug '02 |
| **Associate Producer** | *Warner Bros.* | Apr '01 – Mar '02 |
| **Programmer** | *Universal Studios Online* | Jul '99 – Apr '01 |

More detail: [linkedin.com/in/fungineer/](https://www.linkedin.com/in/fungineer/)

Some Gaming Favorites

Knights of the Old Republic · Overwatch · World of Warcraft · Animal Crossing · Diablo · Mass Effect · Fallout · Dragon Age · Skyrim · Fable · Super Mario World · Tetris · Marvel vs. Capcom (2!) · House of the Dead · Betrayal at House on the Hill · Pandemic · Castle Panic

Interests

Gaming · Cosplay · Anime · Crafting/Making · Hockey (Go Kings!) · Mac & Cheese · Oxford Commas · Quoting Futurama Whenever Possible