

# KAYCEE JO HARNUM

CREATIVE DESIGN & DIRECTION

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[kayceejo.com](http://kayceejo.com)

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## 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:

- Content & event design/strategy
- Narrative design & world building
- Player engagement
- Subscription & MTX
- Social mechanics & features
- 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 conceiving, 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://kayceejo.com)

## EXPERIENCE

### 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

### 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

### 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

<b>DIRECTOR, SITE CONTENT - Neopets</b>	<i>Nickelodeon Games</i>	<i>Jun '05 – Dec '07</i>
<b>PHP PROGRAMMER</b>	<i>Neopets, Inc.</i>	<i>Nov '02 – Jun '05</i>
<b>PHP DEVELOPER</b>	<i>Trik:Media</i>	<i>Mar '02 – Aug '02</i>
<b>ASSOCIATE PRODUCER</b>	<i>Warner Bros.</i>	<i>Apr '01 – Mar '02</i>
<b>PROGRAMMER</b>	<i>Universal Studios Online</i>	<i>Jul '99 – Apr '01</i>

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