DAVID R.S. PALUMBO

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Relevant Experience

Fable Studio   **San Francisco, CA**
Interactive Design Lead, "Wolves in the Walls"   ***Apr. 2018 – Nov. 2019***
- Designed and implemented interaction systems to optimize the emotional experience of an interactive, room-scale VR narrative, which ultimately won a **Primetime Emmy for Outstanding Innovation in Interactive Media** and was rated 4.8/5 stars by users on the Oculus store.
- Ran dozens of formal playtests, with pre-and post-interviews, to track the emotional, comprehension, and usability successes and challenges of the project to guide iteration.
- Coded interaction systems using Unreal Engine 4 Blueprints for roughly one third of the final ~40 minute experience, as well as multiple prototypes to test interaction concepts beforehand.

Design Lead, Unannounced Conversational AI Project   ***Nov. 2019 – Present***
- Leading narrative and system design within a set of experiences created to test hypotheses of virtual character interaction and relationship building.

Viacom NEXT   **New York, NY**
Experience Designer, "Transformers: Cade's Junkyard"   ***Jun. 2017 – Dec. 2017***
- Led a team of 5 in the creation of a mobile AR experience set in the Transformers universe that has been installed on over 15,000 iOS devices to date.
- Facilitated consistent alignment during a rapid 5 month timeline by leading team brainstorms, getting team buy-in, and developing and iterating on one-page systems design documents.
- Prototyped new mechanics using C# and Unity to test and validate multiple design solutions.

Game/Experience Designer, "Smash Party VR"   ***Aug. 2016 – Dec. 2016***
- Led the design of an arcade-style VR party game, originally for Titmouse, Inc.'s 10th annual Smash Party, which has been downloaded by over 11,000 Steam users to date and featured at SXSW 2018.
- Designed all interaction systems, including UI, weapon feel, player story, and game systems.
- Balanced randomized rounds using spreadsheet tools to ensure an optimal interest curve.

Experience Designer, 3D Artist, "The Melody of Dust"   ***May 2016 – Aug. 2016***
- Designed a room-scale VR music experience with a small team to showcase the music of Hot Sugar to new VR users in a festival environment (premiered at SXSW 2017).

Education

Carnegie Mellon University, *Entertainment Technology Center (ETC)*   **Pittsburgh, PA**
Master of Entertainment Technology   Class of May 2017

The Pennsylvania State University, *Schreyer Honors College*   **University Park, PA**
College of Arts and Architecture   GPA: 3.81/4.00
Bachelor of Design in Interdisciplinary Digital Studio   Class of May 2015
Honors Thesis: *Take Me There: An Exploration of Narrative Structure in Virtual Reality*

Academic Projects

Mind Trick, ETC & EA   **Redwood Shores, CA**
Designer, Creative Lead   *Jan. 2017 –May 2017*
- Created a mobile VR research project for an existing mobile IP in partnership with Electronic Arts' Core product management team, using Google Daydream.
- Designed several minigames to be played in a VR version of the game's setting, each based on mechanics explored specifically for mobile VR, as an R&D tool for EA at large.

Software Skills

Unity 3D & C#   Unreal Engine 4 & Blueprints   Adobe Photoshop & Illustrator   Autodesk Maya