Katy Kellenberg
Narrative Designer & Game Writer

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EDUCATION

University of Southern California — Los Angeles, CA   2021 - 2025
B.A. Interactive Media & Game Design - 3.85 GPA Magna Cum Laude

PROJECT EXPERIENCE

Lead Narrative Designer — Pack, USC   May 2024 - April 2025

3D puzzle game about a retired SAR dog leading her human through a national park after a cougar attack
- Pitched, designed, and wrote 95% of narrative aspects from concept through implementation to release, including character development, high level story arcs, in-game dialogue triggers, voice over, and implementation in Unity
- Attended, directed, and monitored multiple voice-over recording sessions to ensure narrative vision and cohesion
- Delegated tasks and updated Plaky daily for the narrative team, meeting deadlines and staying on a weekly schedule
- Provided feedback for puzzle, level, and environment design to meet emotional and project goals
- Clearly and concisely communicated narrative goals across 9 disciplines (26 people) verbally and using design/technical documentation, improving narrative and team cohesion by at least 80%

Lead Narrative/Quest Designer — The Glitch Witch, USC   June 2023 - May 2024

Story-heavy open world puzzle game following a woman labeled a witch by her scared community
- Worked with proprietary tools to design, develop, and implement complex storylines and multi-stage quests for 10 unique NPCs, increasing player engagement by 86%, all in Unreal Engine 5
- Streamlined quest design by mapping onto flow diagrams, enhancing clarity and accessibility for all 34 team members
- Spearheaded development of an emotionally compelling narrative, coordinating across 10 teams from concept to release
- Actively contributed in weekly team meetings, iterating and providing cross-departmental feedback
- Regularly created and updated game design documentation to maintain clear and accurate project records

Narrative Designer — Bloompunk, USC   September 2022 - April 2023

Fast-paced FPS roguelike where the protagonist fights through a world of corrupted plants
- Updated the narrative bible throughout development, ensuring constant alignment with evolving gameplay and story elements
- Integrated 100% of gameplay pillars based on goals set by Leads, seamlessly blending story with action-packed sequences
- Successfully crafted a narrative with zero text or dialogue, resulting in a unique storytelling experience
- Re-scoped and pivoted major story beats mid-development, minimizing delays and keeping the project on schedule within scope

Narrative Designer — Keep Me Posted, Blue Monarch Games   July 2022 - August 2022

Cozy action-adventure game following a postman mouse delivering mail to eldritch gods and forest creatures.
- Developed one-page character sheets for art and writing teams, ensuring consistent character representation across all assets
- Reviewed and edited 100% of dialogue and scripts, maintaining high-quality and cohesive storytelling
- Contributed barks to the bark sheet, enriching character interactions and in-game atmosphere

WORK EXPERIENCE

Software Design Intern — Eon Reality, Laguna Beach, CA   Summer 2023 & 2024
- Storyboarded an in-depth tutorial tailored for a younger demographic, improving user comprehension and engagement
- Planned a comprehensive onboarding process for an educational AR application based on the framework provided by manager
- Created wireframes for potential new lesson/content flows, streamlining development for future updates
- Delivered detailed feedback and QA presentations after every bi-weekly update, contributing to a reduction in post-launch bugs

Data Trainer — DataAnnotation (Remote)   July 2025-Present
- Authored and edited conversational dialogue for multiple unique AI personas, shaping voice and tone based on prompts
- Designed and executed a variety of "failure state" conversations to test the boundaries of an AI's conversational flow and logic
- Analyzed and documented Ai shortcomings, delivering detailed feedback on branching, consistency, and factual accuracy

SKILLS

Relevant: Outlines, Character Bios, Worldbuilding, Branching Dialogue, Worldbuilding , Iteration, Collaboration
Tools: Unity, Yarnspinner, Unreal Engine 5, Twine, Plaky, Notion, Google Suite, Miro, C++, Papyrus, C#, Excel