

# Mike McNeal

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## Writer • Narrative Designer

mikemcneal7@gmail.com • mikemcneal.com • @mikemikemcneal • linkedin.com/in/mikemcneal1

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Emmy-winning project lead and Narrative Designer with 8+ years leading creative teams across games, interactive streaming, and live entertainment. Background in improv comedy and live performance informs a strong voice across dialogue, branching narrative, and live content. Skilled generalist with a track record of award-winning, high-engagement projects generating hundreds of millions of views.

**Awards:** 2024 Emmy Winner – Outstanding Innovation in Emerging Media Programming • 2024 Webby Winner – AI, Metaverse & Virtual: Best Features • 2018 Juried Emmy Finalist • 2017 Webby Nominee

### WORK EXPERIENCE

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#### **Portal One**, *Writer / Producer*, Oct 2023 – Present

- Owned and operated LiveOps pipeline delivering **600+ interactive episodes**, promos, and push notifications for a live game show on a mobile, F2P platform
- Designed custom minigames and interactive segments, **shaping core gameplay loops** and audience engagement mechanics
- Partnered directly with CEO and on-air hosts to define and **protect brand and voice** across all content

#### **Silent Hill: Ascension**, *Lead Narrative Designer*, Mar 2022 – Oct 2023

- Led narrative vision for an **Emmy Award-winning** interactive horror series (Konami/Genvid), architecting a branching story with **336+ consequential player choices** across a 6-month live global event on Tubi, Sony Pictures Core, and mobile
- Directed a team of **6 Narrative Designers**, overseeing script, character, and dialogue pipelines across 20+ hours of produced content
- Built a comprehensive **production tracking system** for scripts, characters, choices, locations, assets, and variables

#### **Freelance**, *Writer / Game Designer*, Oct 2020 – Mar 2022

- Developed scripts and branching narratives for E-Line Media, Snapchat, Hatched Comedy, and others — including a subscription-based ARG and a narrative-driven VR experience

#### **Solve HQ**, *Head Writer / Producer*, Aug 2018 – Oct 2020

- Led a **7-person writing team** delivering a **12+ hour** branching storyline with RPG elements, minigames, and quizzes, alongside the most-viewed scripted Snapchat show of all time (**150+ episodes**)
- Designed production tracking system aligning **40+ stakeholders** across publishing, development, and production

#### **Mindshow**, *Showrunner*, Mar 2017 – Jul 2018

- Produced and directed a weekly VR companion series (**30+ episodes**) using motion-capture tools, cultivating an active community around a free-to-play animation software on Steam

#### **Maker Studios**, *Writer / Producer*, Sep 2014 – Mar 2017

- Wrote, performed, and produced **80+ short films**, sketches, and branded pieces for The Station and tentpole Maker talent, contributing to hundreds of millions of views across the channel

### SKILLS

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**Tools:** Agile, Jira, Confluence, Miro, Trello, Airtable, Notion, Frame.io, Google Workspace, Adobe Creative Suite, Celtx, Final Draft, Twine, Ink/Inkle, Articy:draft, Unity, Unreal, Various CMS Platforms

**Creative:** Narrative Design, Branching Dialogue & Choice Architecture, Script Writing, Script Punch-ups, Localization Pipeline, Copywriting & Proofreading, Branded Content, Voiceover & Narration, Advanced Improvisation, Public Speaking

**Leadership:** Writer's Rooms, Creative Team Management, Cross-functional Stakeholder Alignment, LiveOps Systems Design, Production & Publishing Coordination