

Dan Clegg, MFA

Senior Narrative Designer, San Francisco, CA

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Summary

Storyteller & creator of award-winning interactive narratives in the gaming and AI space. Multi-credentialed as a narrative designer, game designer, conversation designer, writer, and team manager. Deep understanding of how to craft playful, emotionally engaging stories that support and elevate the core game experience.

Experience

Walt Disney Imagineering, Glendale, CA | AI Experience Designer • 2024 - PRESENT

- Led design and prototyping efforts for conversational AI-driven Audio-Animatronic attractions, pushing the possibilities of voice-first interactivity and storytelling for guest-facing experiences.
- Pioneered development of innovative in-park experience that merges convenience of mobile gameplay with visceral thrill of live, immersive theater, establishing foundation for upcoming D23 ARG event.
- Championed prompt-engineering for WDI's proprietary AI-authoring tool, providing guidance and expertise to UX design team and increasing efficiency of LLM integration within the organization.

Baobab Studios, RWC, CA | Senior Narrative Designer | Emmy Nominee • 2022 - 2023

- Directed creation and development of brand new IP for studio, spearheading worldbuilding, character development, and lore crafting. This foundational work established franchise's success across multiple platforms, including web3, the Roblox metaverse, and other popular media channels.
- Owned narrative design and writing that resulted in an Emmy nomination for storytelling RPG title, elevating Baobab's profile in the emerging web3 gaming market and generating over \$5 million in revenue.
- Managed writing team by setting clear goals and expectations, efficiently tracking task assignments, and streamlining workflow to improve productivity and ensure timely delivery of high-quality narrative content.

Funomena, San Francisco, CA | Lead Designer • 2018 - 2022

- Designed stories and games for variety of platforms, including VR/AR and online gaming, launching studio's expansion into new markets and driving player engagement in emerging digital media.
- Led cross-functional teams, improving collaboration and project timelines, optimizing game design process, and bolstering Funomena's reputation for innovation.
- Owned VO production pipeline, casting and directing talent to produce outstanding voice performances, which heightened player experience and contributed to studio's acclaim in game audio design.

PullString, San Francisco, CA | Senior Narrative Designer | BAFTA Nominee • 2012 - 2018

- Crafted narratives for game titles, ARGs, and multimedia campaigns, broadening studio's games portfolio and earning international acclaim for exemplary creativity.
- Developed conversational AI-driven branching stories and dialogues, strengthening player accessibility and pushing the boundaries of voice-first, interactive gameplay within immersive experiences.
- Skillfully adapted tone and voice across various IPs, expanding recognized franchises, enhancing audience engagement, and establishing studio as world-class content creator.

Previous Experience

LivePerson, New York, NY | Conversation Designer, 2017 - 2018

ToyTalk, Inc. (acquired by PullString, Inc.), San Francisco, CA | Senior Writer, 2012 - 2016

Freelance Creative Producer, San Francisco, CA | Professional Actor, Writer & Content Producer, 2008 - 2012

Awards and Projects

EMMY Nominee for Outstanding Interactive Media in 2023 | Momoguro: Legends of Uno | Created world and IP, designed and wrote interactive story for CCG/RPG about the magical, transformative power of unity.

Roblox Top 100 in 2021 | Ralph Lauren Roblox Live Event | Designed casual, social experience in the metaverse, promoting collaboration and community within Roblox.

Game Creator of the Year at Windows Developer Awards in 2018 | Lunar VR Fairytale | Wrote story for interactive fable about rediscovering your own voice.

BAFTA Nominee for Exemplary Digital Creativity in 2017 | Persona Synthetics Experience | Executed multi-channel ARG experience for Channel 4 UK.

Gold Cannes Lion Award for Innovative Use of Social Content in 2017 | Call of Duty Takeover Campaign | Created story/dialogue for Infinite Warfare's launch campaign.

Skills

Advanced Storytelling

Interactive Design

Game Design Knowledge

Scriptwriting

Worldbuilding

Character Development

Dialogue Creation

Collaborative Skills

Project Management

Creative Problem-Solving

Research Skills

Adaptability and Flexibility

Communication Skills

Voiceover Direction

Proficient Technologies

Unity

Unreal

Roblox Studio

Blueprints

Figma

Google Suite

Lua

Ink

Twine

Articy

Amazon Lex

Audacity

Education

Master of Fine Arts in Acting | American Conservatory Theater, San Francisco, CA (2008-2011)

Bachelor of Arts in English | McGill University, Montreal, Quebec (2005-2008)