



HANK WHITSON

hankwhitson.com | linkedin.com/in/hank-whitson-iii/
626.818.6648 | rhwhitson@Gmail.com

EXPERTISE

AUTHOR & NARRATIVE DESIGNER

Realizing new realities that ignite imaginations with writing and worldbuilding
Big brand concepts with creative agency polish | Freelance initiative, independence, and flexibility
Bridging the gap between stories and gaming

FIELDS OF EXPERIENCE

Traditional Fiction | Game Design | Transmedia Entertainment | Interactive Marketing | Brand Building
Communications | Research & Education

CREATIVE SKILLS

Creative Writing (Fiction, Journalism, Investigative Non-Fiction, Copy & Branded Content) | Narrative Design
Puzzle, Game, and Contest Design | IP Strategy & Plot Bible Development | Viral Content Composition
Curriculum Development | Content Feedback & Editing

TECHNICAL SKILLS

MS Office | Google Suite | Adobe CS (Acrobat, Illustrator, InDesign, Photoshop) | Asana | Tabletop Simulator
HTML & CSS Fundamentals

MISC. SKILLS

Community Management | Project Management | Content Localization | Archival Documentation
Technical Writing (Manuals, Instructions, Design Documentation) | Research | Establishing Team Consensus

EMPLOYMENT

FREELANCE WRITING & NARRATIVE CONSULTING | OCTOBER 2017—PRESENT

- Narrative consultant and primary architect of a brand/IP bible for **Tyra Banks' Modelland** transmedia franchise and location-based experience with **42 Entertainment**
- Composed the narrative premise and core mechanics for a narrative-driven, murder mystery board game with **Spin Master Toys**
- Authored promotional social media copy and researched shareable content for healthcare practices and small business professionals through the **PatientPop** and **NameSprout** growth platforms
- Brainstormed mechanics and conceptualized the universe premise/initial plot arcs for **X-Scape Racing** (recently renamed **AR Super Cars**)
- Currently developing game design curriculum for **Breakthrough Training Center** (launching in 2020)

42 ENTERTAINMENT | MAY 2012—OCTOBER 2017

- Progressed from **Jr. Designer** to **Associate Experience Designer** to **Narrative Designer**
- Designed puzzle suites, game mechanics, and social media contests to maximize audience engagement with alternate reality games (ARGs), transmedia promotional campaigns and user retention programs
- Developed narrative premises and authored in-universe websites, viral scripts, and traditional fiction



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EMPLOYMENT (CONT.)

42 ENTERTAINMENT | MAY 2012—OCTOBER 2017 (CONT.)

- Campaigns & projects included:
Random Acts of Fusion (Ford) | **inFAMOUS Second Son: Paper Trail** (Sucker Punch Productions)
Dig Decoded (USA Network) | **Zedd True Colors (Zedd), Voyagers** (Random House)
RAM Transmedia Franchise (Ideate Media) | **The Order of 10 Challenges** (NVIDIA)
The Secret Order of Keys (Loot Crate)

SAIC & GEORGIA TECH | DECEMBER 2011 - AUGUST 2012

- **Graduate Ethnographic Research Assistant**
- Reviewed, analyzed, and summarized MMORPG footage to develop a qualitative notation taxonomy for behavioral assessment of player actions.

THE TECHNIQUE AT GEORGIA TECH | SEPTEMBER 2010—MAY 2012

- Progressed from **Contributing Writer**, to **Staff Writer**, to **Assistant Entertainment Editor**, to **Entertainment Editor**
- Wrote, edited, and laid out weekly articles covering music, television, games, film, and live performance
- Assigned topics and conducted professional/craft development with staff and contributing writers

THE GAMEDESK INSTITUTE | JUNE 2011—AUGUST 2011

- **Game Design & Curriculum Development Internship**
- Research, development, and design notation for maker culture/play-based curriculum for grades 6-12

PRIOR EMPLOYERS, PARTNERS, AND COLLABORATORS

- Barnes & Noble Booksellers | Regal Entertainment Group | Ballet Pacifica | American Ballet Theatre
Pasadena Dance Theatre | Pasadena Humane Society | Kidspace Museum

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

- MS in Digital Media • 3.90 GPA • Master's thesis on literary analysis of video games
- Entertainment Editor of the award-winning student newspaper, The Technique

UNIVERSITY OF CALIFORNIA AT IRVINE

- BA in English • 3.78 GPA • Special departmental emphasis in Creative Writing

ETC.

HOBBIES & INTERESTS

Anime • Comics • Cosplay • Genre & Speculative Fiction (Fantasy, Sci-Fi, Alternate History, Mystery, etc.)
Skiing • Tabletop Roleplaying, Board, and Card Games • Video Games & VR

LANGUAGES

- 5 Years Spanish
- 1 Year Japanese

CAUSES

- Literacy • Science Education • Cancer Research
- Mental Healthcare Advocacy

SOCIAL

- @Sarcasmancer
(Twitter/Instagram)