

Cal Harley

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Profile

Cal is a highly skilled and passionate writer and narrative designer who brings ten years of experience in conceptualizing and crafting unique and compelling narrative content across physical and digital mediums. He brings a deep love and understanding of the entire story development process, and a passion for interactive narrative experiences and inclusive storytelling.

Cal's expertise spans the global landscape and includes some of the biggest intellectual properties in the world such as Pokémon, The Wizarding World of Harry Potter, Nintendo, Jurassic World, How To Train Your Dragon, and many more. He also served as a lead writer for Universal Studios Beijing Resort, including the THEA award-winning Jurassic World Adventure.

Work Experience

09/2020 – PRESENT

Show Writer - Narrative Designer

Freelance

- Communicated, inspired, and maintained project's story intent among all team-members. Drove the story for the project and iterated and evolved as necessary to maintain the creative intent and deliver the intended experience.
- Conceived, developed and defined imaginative storyline elements, scenarios, scenes, key guest experience events and interactions, dialog, and nomenclature for assigned projects that affect guest experience with the design team through various phases of a project.
- Provided appropriate feedback and support to internal and external collaborators to assure story continuity for character and lore.

05/2016 – 08/2020

Associate Writer

Universal Creative

- Spearheaded research and documentation initiatives that unequivocally demonstrated the value of IP selection as a strategic investment, resulting in upper management's enthusiastic endorsement of an expanded project scope and budget on a global scale.
- Crafted and shaped all original story concepts for themed lands, live shows, and attractions, skillfully navigating the intricate world of licensed properties from popular films and games.
- Collaborated closely with show teams and directors, brainstorming and providing invaluable input to enrich the narrative of rides, attractions, and related facilities.
- Utilized consumer research, brand insights, and site assessments to develop innovative and captivating storylines.
- Served as a subject matter expert, offering in-depth expertise to guide critical design decisions.
- Fostered productive partnerships with license partners, meticulously ensuring the creation of original characters, locations, scenarios, and backstory elements that maintained the utmost fidelity and respect for the original works.
- Monitored and contributed to the game development process within a cross-functional team.

01/2014 – 05/2015

Creative Associate

Rethink Leisure & Entertainment

Skills



Software

Final Draft	
Microsoft Office	
Keynote	
Photoshop	
Unity	
Unreal	
Interactive Fiction Editors	

Education

09/2012 – 05/2016

Production Design - Themed Entertainment | B.F.A.
SCAD - The University for Creative Careers

References

Available upon request