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GREG ROACH

Creative Director, Director, Writer, User Experience, Game and Interaction Designer

WHY YOU WANT HIM

* Recognized as a worldwide leader in interactive media
* Won numerous prestigious awards and sold millions of units worldwide
* Leading-edge inventor with several patents in interactive film and video
* Has more good ideas before breakfast than many people do in a lifetime... honestly

EXPERIENCE

STORY & DESIGN CONSULTANT, WRITER, GUNSLINGER, UBISOFT, PARIS, FRANCE 2009
As the lead writer on Red Steel 2, for Wii, Greg was responsible for integrating gameplay and storytelling.
By crafting excellent dialogue and shaping the narrative of this 1st person shooter/slasher, Greg helped
ensure that Red Steels offered a compelling fictional world to compliment the unique gameplay.

PARTNER, SPIRIT QUEST WORLD, LA, CA 2005-PRESENT
A unique travel and media company exploring the convergence of travel, spirituality, technology and social
media. Relevant experience includes using social networking tools to grow the audience, brand and tribe of
clients, through the use of audio, video, photography, blogging, microblogging and custom applications,
such as "Virtual Visits," which allow armchair travelers to send their friends on digital trips to the world's
coolest places. Currently in development: "myGuide" a new, one-of-a-kind immersive travel guide for
iPhone, iPads and smart phones as well as several other cutting-edge mobile applications for iPhone, iPad
and Android: Augmented Reality Feng Shui, The Peaceful Nursery, BabyPaint, VirtualVisits, Pyramid
Explorer, The Meditation Machine.

CEO, HYPERBOLE STUDIOS SEATTLE, WA 1990-2004
Founder, CEO and Creative Director of HyperBole Studios, a cutting-edge developer focused on interactive
film, video, storytelling and games. HyperBole's award-winning products included *The X-Files Game,
Quantum Gate, The Vortex,* and *The Madness of Roland*, which collectively grossed over $60M. Studio
clients included Microsoft, 20th Century/Fox, America Online, Warner Music, Lucent Technologies, Honda,
Interactual, Artisan Entertainment and Sierra Online. HyperBole was one of the 50 fastest-growing
companies in Washington, and nationally ranked in the Fast 500, in 1998 and 1999.

PUBLISHER, CREATIVE DIRECTOR, BIG HAIRY PALM SEATTLE, WA 2000-2004
This subsidiary of HyperBole Studios focused on Palm and mobile platforms (Brew, J2ME). Greg designed,
published and oversaw production on a wide variety of compelling game and entertainment titles: Ultimate
Battle Fleet, Designator, Big Tipper, Newmero1ogy, Hare Trigger, Bushinator, Psychic Sista.

CREATED, WROTE, DESIGNED, EDITED AND DIRECTED

• *The X-Files Game,* co-written with Chris Carter and Frank Spotnitz, executive producers of the top 10 TV
show — over a million copies sold, many industry awards
• *Quantum Gate*, first full-length interactive movie — Computer Gaming World called it "a science fiction
  movie better than any since Blade Runner,"
• *The Vortex*, sequel to *Quantum Gate* — Variety said: "engrossing interactivity"
• *The Madness of Roland*, the world's first interactive multimedia novel — "stunningly beautiful," said The
New York Times
• *HyperBole*: *The Art of Digital Storytelling* — "Greg Roach invented interactive, online, serialized drama,"
Bob Gelman, founder of Cybermedia
• *The Wrong Side of Town* — the first interactive narrative film, according to the American Film Institute
• *Dog, Buddha, Elvis*, a Flash-animation series licensed to Atomfilms — "fun and irreverent," Discreet's
Eight

SKILLS
• Creative Leadership: Guiding and managing large teams of technical and creative people towards a shared commercial goal, while maintaining, morale, artistic and technical vision, schedules and budgets
• Conceiving and executing the visual, technical and creative road-maps for large scale, long-term projects
• Story and character concept, design and development; Interactive narrative and game design
• Technology Conception and Design (3 issued patents)
• Editing and post-production techniques
• UX and UI concept and design
• Presentation, speaking, pitching, teaching and mentoring

ADDITIONAL SAMPLE PROJECTS
• *T2FX Studio*: Interactive DVD ROM applications based on hit franchise. Released by Artisan as part of the Terminator 2 Xtreme DVD release. IRMA DVD Award for "Best DVD ROM Support."
• *The Butterfly Effect* - **Timescape**: A Flash/Javascript application, created for New Line, that allows viewers to radically "resequence" The Buterfly Effect film on DVD – allowing many ways to view the movie.
• *The Kingdom Within*: A unique, hybrid 3D game+interactive film about a young girl with cancer, and the impact the disease has on her family, designed with Zentropa Interaction and Lars von Trier.
• *Honda Virtual Walkaround*: Live action simulation for training Honda salespeople. Horizon Interactive Award for "Best Use of Interactive Video."
• *Smallitics.com*: Political humor podcast, 2004-2006
• *Spirit of Place*: Podcast about spiritual travel and sacred sites around the world.
• *Underworld: The baddest place in cyberspace.* SMS based multi-user Mafia RPG.
• *Who The Hell is Bobby Roos* **DVD** - Design and implementation for the highly interactive DVD version of award-winning independent film
• *Virtual Thailand* **DVD**: Immersive video and virtual tourism on DVD.
• *Newmero1ogy*: Client/server wireless app for BREW and J2ME using Nick Newmonts' numerology system.
• *Imagined Places*: Immersive, multi-user historical reconstructions of humanities greatest ancient monuments. This unique concept combines SynThespians, telepresence and 3D reconstructions to give participants the experience of being a "tourist in time."
• *RockCopter*: The world's first 3-D rock n' roll scavenger hunt combat simulator trivia game -- a series of music "videos" turned into navigable 3-D environments you explore via helicopter.
• *10 State Spree*: 10 State Spree is a white-knuckle look at the growing weirdness of post-modern America -- an interactive cross between Pulp Fiction, Natural Born Killers and Raising Arizona.
• *Through Their Eyes*: Through Their Eyes is a family game that allows players to explore a virtual ecosphere, playing the part of the creatures who inhabitant it; hunter and hunted, predator or prey.
• *Red Note, Blue Note*: Red Note, Blue Note is an interactive online story of a woman involved with two musicians, each of whom appeals to her in a different way. The rich, deep narrative lets women participate in a story that understands how they feel, while letting them engage in a fantasy relationship with two exciting men, each good for her in a different way. No matter which mate she leans towards, the narrative adjusts to create the proper tension in response to her choices.
• *The Banyon Tree*: The Banyon Tree is a new kind of soap opera: a web-based, participatory episodic show that combines the entertainment value and addictive appeal of a prime-time TV with the social interaction found online. Players assume the role of any character in the show, seeking goals and interacting, inside a well-produced story environment with dynamic situations, interesting characters, and complete freedom..

TEACHING

AFI, the Sundance Institute, USC Cinema-Television School, the BBC, Cambridge University, San Francisco State University, Hanover Design & Media College, the National Film Academy of Bulgaria, and the Munich Academy for TV and Film. Formerly a research associate at both Cambridge University and British Telecom Exact Technologies.

SPEAKING

Banff Television Festival, New York Women in Film, Rotterdam Film Festival, Tel Aviv Film Festival, Milia, Comdex, E3, and the American Chamber of Commerce in London, among others. For the grand opening of the Alexandria Library in Egypt, presented "Imagine Places: Distributed Telepresence Installations for Creating Immersive Historical Reconstructions" to the *UNESCO "World Heritage in the Digital Age"* *conference.*

EDUCATION

MFA, Directing, 4.0 GPA, University of Houston
BA, Theatre, Philosophy, Cum Laude, University of Houston