

Sam Williams

Games Writer + Narrative Designer

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in sam-williams-narrative-design
📁 doublezerogames.com/portfolio

Experienced storyteller with passion for crafting immersive worlds and timeless stories in granular detail

A visual, conceptual thinker and skilled researcher, I am supportive, process-driven, and thrive on collaborating across disciplines. My work draws on experience as a prize-winning immersive theatremaker, and background in city journalism and global contemporary art. I also draw on a deep knowledge of pop culture, subcultures, literature, film, art, history and myth. Fluent in English, German and French with intermediate Russian and Italian.

Experience

March 2022 – current

Games writer and narrative designer – freelance projects

Animated comedy adventure game (2024, NDA)

- Narrative consultant

The Restless (in development)

- Created and wrote story, developed characters, and built world for horror adventure inspired by Lovecraft, Conan-Doyle and Alain Resnais
- Collaborated with games professionals (Frontier and TT Games)
- Directed voice recording and managed documentation

LondonLens <https://double-zero-games.itch.io/london-lens>

- Researched, designed and wrote AR experience, revealing the hidden colonial history of the global financial system of London's Square Mile
- Collaborated across time zones using Niantic ARDK and Unity AR
- Prepared and maintained design documentation; conducted onsite tests

Shared Roots: Wisdom of the Stones <https://rb.gy/sctr>

- Assembled six-person team to create cosy adventure puzzle-game
- Conceived and developed story, world and characters, weaving social issues with accessible themes of magic and search for belonging
- Contributed to UI/UX design and input dialogue directly into Unity
- Awarded 'golden ticket' to London Games Festival GDLX23 showcase

2018 – current

Writer and editor – freelance

- Communications consultant and pitch-writer for tech startups
- Writer, editor and coach to art industry professionals and academics
- Ghost writer of British Army report on post-truth media and info warfare

2016-2020

MA lecturer, narrative design for performance

Royal Central School of Speech and Drama, London

- Created lecture and workshop series on interactive experience design
- Ran weekly student writers' room to generate original scripts
- Developed student script for professional production (Volksbühne)
- Managed collaboration across multiple departments of RCSSD and VB

2014-2022

Immersive theatremaker and dramaturg – freelance

- For sample projects, see portfolio.
- Originated, wrote and directed projects, including:
 - Global System Failure**
 - Megagame for performance, modelling collapse of global order
 - Commissioned by Volksbühne-Berlin, Kin Festival and Oslo Triennial
 - Led development of app for scalable remote participation
- Freelance script editor and dramaturg of immersive stage and broadcast productions for BBC, Young Vic and Edinburgh Festival etc.

2008 – 2012

Freelance journalist, art writer and curator

The Guardian, BBC World, Frieze, ARTnews, Politico etc,

- Features and reportage on politics, social movements, art and culture

Art Editor, Exberliner Magazine, Berlin (print circulation: 20,000)

- Specialist in new artforms: interactive, sound, tech and media art
- Curated cross-disciplinary art experiences in Berlin project spaces
- Commissioned freelancers, trained staff writers, and reworked all copy
- Created bespoke web content using digital text management and CMS

2005-2007

Communications Consultant, BLJ London

- Writing for global press and media as well as marketing and web copy
- Clients included Royal Opera House, Disney, Associated Newspapers
- Documentary co-production with MSNBC, BBC, Bloomberg, etc.

Skills

- Cross-disciplinary collaboration
- Concepting, ideation and feedback processes
- Narrative design and world-building
- Writing across tones, styles, genres
- Screenwriting and copy editing
- Directing professional actors and voice actors
- Rapid acquisition of new tools and software
- Pitch-writing, presentation and public speaking
- Writing to and creating agreed style sheets

Software

Writing:

VS Code · Scrivener · Final Draft · Causality
Ink · MS Office · G Suite

Graphic Design: Adobe Suite · Miro

Production: Atlassian · Monday

Engines: Unity · Unreal 5 + Narrative 3

Source Control: Github

Education

2013

MA Advanced Theatre Practice

Royal Central School of Speech and Drama

2008

MA Literature, Philosophy and Art History

Bard College, Berlin

2005

BA Law with French Law

University of Oxford (Keble) & Paris II

Interests

- Storytelling through time and across cultures
- Folklore, anthropology, religion and magic
- History, politics and military strategy
- Tech, culture and social movements
- Photography and urban exploring
- Foraging and bushcraft
- Dance and martial arts