JOSHUA RUBIN

Narrative Architect

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Emmy-winning narrative director specializing in AI character design, branching narrative systems, and cross-functional creative leadership. 25+ years shaping characters and storyworlds across AAA games, VR, Hollywood, and interactive media.

CORE EXPERTISE

Branching Narrative Architecture • Cross-Functional Creative Leadership • Immersive Experience Design
AI Character Design & Prompt Engineering • IP Development & Adaptation • Writers Room Leadership

SELECTED CREATIVE LEADERSHIP

ANOTHER AXIOM Orion Drift
Narrative Director, 2024–2026
Lead world creation for major VR initiative from creators of Gorilla Tag ($100M+ VR game).

META / JON SNODDY Murder at Moonlight Lodge
Lead Game Designer, 2025
Designed social VR mystery where AI character conversations are the core mechanic.

NETFLIX Black Mirror LBVR Experience
Lead Writer, 2025
Writer for location-based VR adaptation of the iconic sci-fi TV series.

TECHLAND Dying Light 2 Redux
Narrative Director, 2022–2024
Led reimagining of tentpole AAA narrative; 1,000+ pages branching architecture.

PEOPLE CAN FLY Outriders + DLC
Lead Writer, 2017–2022
Created original sci-fi universe. Directed all VO. International press tour.

SQUARE ENIX Just Cause: Mobile
Narrative Director, 2018–2022
Led international team to design and write hundreds of interconnected missions.

NETFLIX You vs. Wild
Narrative Designer, 2021–2022
Interactive Emmy winner. Co-designed branching narrative for Bear Grylls series.

SONY / TEQUILA WORKS Groundhog Day VR
Narrative Director, 2018–2019
Pitched and secured beloved IP. Led writers room. Designed narrative architecture. Directed voice actors.

NOKIA / MAGNOPUS The Argos File
Co-Creator, 2015–2017
Award-winning original sci-fi VR film. Venice Film Festival premiere. Proto Award: Best Live Action VR.

TELLTALE GAMES Walking Dead / Game of Thrones
Lead Writer, 2014–2016
Wrote and designed branching architecture for a dozen episodes with world-class IP.

BUNGIE Destiny
Writer, 2012–2014
Core creative team that launched the franchise. Lead Designer behind Dead Ghosts / Grimoire lore system.

UBISOFT Assassin's Creed 2
Co-Lead Writer, 2008–2009
Multiple "Best Narrative" wins. Often listed as best of the series.

SELECTED CONSULTING (Subverse Interactive)

Founder and Creative Director designing immersive worlds and interactive narratives for global IP.

AAA: Meta, Bandai Namco, Capcom, EA, Riot, Deck 13 **INDIE:** Interior Night/Xbox, Rockfish, Yager, Big Time Studio, Mad Head Games, Mooneye Games **XR:** Felix & Paul, Flight School, Dreamscape/WEVR, 30 Ninjas/Verizon, Territory/Dolby

SELECTED SPEAKING ENGAGEMENTS

Speaking at conferences and universities worldwide on interactive narrative, AI co-creation, and building story worlds with radical agency — without losing what makes stories matter.

SXSW • GDC • AWE • Emerce Eday • CIIIC Amsterdam Masterclass • Carson Center for Emerging Media Arts