

John Sweeney

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Sr. Product Manager | Gamification & Player Engagement

Visionary creative leader with a proven track record in designing gamified ecosystems, interactive storytelling, including gamer and employee engagement, reaching millions. At PlayStation, I led global initiatives, including *Experience PlayStation* and *PlayStation Heroes*, which blended narrative, data, and community to drive brand loyalty, revenue, and lasting player connections. My superpower is translating vision into product, aligning creative, tech, and business to bring high-impact experiences to life. Now, I'm ready to bring this expertise to a team shaping the future of play, creativity, and global gamer connection.

WORK EXPERIENCE

BuzzPollen, Digital Marketing & Web Design Co **Creative Director (Consulting)**

09/2024 – 01/2025

- Created high-fidelity pitch decks and prototypes using generative AI (image, video, audio, lip sync) to visualize gameplay, characters, and story moments.
- Directed creative strategy for a generative AI-powered interactive fiction experience, securing a multi-million-dollar publishing deal in under three months.
- Spearheaded UX and narrative prototypes, unifying stakeholders across engineering, writing, design, external publishers, and investors.
- Collaborated with engineering leads to architect an AI-enhanced content pipeline, boosting asset creation efficiency and creative iteration.

Sony Interactive Entertainment **Senior Product Manager – Creative Ideation**

04/2011 – 03/2024

- Created and scaled "Experience PlayStation", a suite of global gamified apps that significantly boosted engagement and delivered actionable data from millions of players.
- Led product and creative development for global activations, including E3, Paris Games Week, the PS5 Japan Launch, *Hogwarts Legacy* campaign, and the viral *PlayStation Treat Codes* contest.
- Designed and launched a first-of-its-kind telemetry system in Snowflake, transforming anonymous employee behavior into actionable insights – boosting global engagement programs and optimizing event spend and forecasting
- Owned product roadmap, design systems, and stakeholder alignment for global deployment across web, mobile, and in-person events.

Senior Producer | Creative Lead – PlayStation Home & Branded Events

- Pioneered virtual community engagement through mini-games, seasonal events, and branded experiences in *PlayStation Home*.
- Created immersive quests, environments, and live ops content for flagship activations, including E3, Winter Hullabaloo, Independence Day, and the fan-favorite farewell series *Quest for Greatness 1 & 2*.

- Owned end-to-end production, from concept to asset integration to QA, across internal teams and external partners.
- Positioned PlayStation Home as a blueprint for social gaming and brand engagement, laying early groundwork for metaverse innovation.

AWARDS & ACHIEVEMENTS

First Place, PlayStation Hackathon (2023, 2024)

Hogwarts Legacy Quest on playstation.com, driving multi-million dollar revenue

Raised over one million dollars for Make-A-Wish through PlayStation Heroes

PROJECTS

Experience PlayStation Quests

Hogwarts Legacy Quest (playstation.com)

- Hundreds of thousands of global quests completed,
- Boosted retention and same-day conversion rates
- Multi-million-dollar sales attributed to quest completion.
- Bespoke Leaderboard & Quest system designed, developed, and published in 2-3 months

Fall Guys "Free For All" Quest (playstation.com)

- Supported Fall Guys move to free-to-play by engaging existing owners to update
- 20 territories / 13 languages / 110K trailers (5.5K hours) viewed / 70K quests completed
- Significantly higher user engagement and return visit rates compared to other major AAA campaigns.
- The campaign continued to drive value post-launch, attracting thousands of new players who demonstrated high engagement and playtime.

Confidential Patent Filings

- Co-inventor of a confidential accessibility-focused platform patent, to support inclusive design on next-gen consoles.
- Co-inventor of a second confidential patent, exploring next-gen UX and gameplay telemetry innovations.

SKILLS

Creative Leadership & Vision: Brand Storytelling, Creative Strategy, Creative Vision, Feature Prioritization, Go-to-Market Planning, Interactive Experiences, Product Strategy, Stakeholder Communication

UX, Player Experience & Community Engagement: Event Design, LiveOps Support, Onboarding & Tutorials, Player Retention Strategies, UI/UX Design, User Engagement

Game & Product Development: Agile & Scrum, Dashboard Development, Data-Driven Decision-Making, Game Mechanics, Interactive Marketing, Mobile & Web Gaming, Roadmap Planning, System Design

Tools & Technologies: Adobe Creative Suite, Airtable, CMS Design, Confluence, Figma, GenAI Tools: Midjourney, ChatGPT, Kling, LALAL.AI, Jira, Miro, Notion, Roblox Studio, Snowflake, Wrike