

John Sweeney

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Creative Director / Gamification Designer

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

Liithos

09/2024 - 01/2025

Creative Director (Consulting)

- 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

04/2011 - 03/2024

Senior Product Manager - Creative Ideation

- Created and scaled *Experience PlayStation*, a suite of global gamified apps reaching 10M+ users, transforming anonymous web traffic into actionable, user-level data and boosting platform engagement by 40%.
- 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 - an interactive code hunt that blended online, social, and surprise real-world global engagements.
- Designed and launched a first-of-its-kind telemetry system using Snowflake to turn anonymous player behavior into actionable insights, unlocking smarter quest design, fueling global employee engagement, and surfacing \$8M+ in incremental sales opportunities.
- Owned product roadmap, design systems, and stakeholder alignment for global deployment across web, mobile, and in-person events.

Product Manager - Virtual Event Apps

- Led creative design for branded virtual events, quests, and mini-games across digital touchpoints - driving PlayStation 4 player engagement, retention, and brand affinity during a generation-defining console cycle.

- Directed the PlayStation Heroes campaign, combining celebrity partnerships, community-driven activations, and charitable fundraising, generating goodwill, earned media, and measurable social impact, raising \$ 1M+ for Make-A-Wish.
- Pitched & Produced *PS@E3* interactive experiences to onboard fans to PS4 and immerse them in major game announcements, reinforcing platform loyalty and first-party excitement with 1 M+ installs and achieved 100% profit margin through partnerships.

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 \$8M in revenue
Raised over \$1M for Make-A-Wish through PlayStation Heroes

PROJECTS

Confidential Patent Filings, Sony Interactive Entertainment (SIE)

- 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, LALALAI, Jira, Miro, Notion, Roblox Studio, Snowflake, Wrike