

MARI KYLE

Principle Creative • Executive Producer • 2024 Forbes 30 under 30 (Games)

EXPERIENCE

Principle Creative, Sanzaru Games (a Meta studio), August 2025 - Jan 2026

- Singlehandedly crafted the narrative for an unannounced \$MMM AAA action super hero IP game.
- Drove relationship with external IP holder, including selling the creative vision to sign the contract for a AAA multi-million dollar deal for future hardware.
- Owned creative direction (gameplay and narrative) on all major missions and side missions for the game as well as concepts for characters, enemies, environments, UI, and more.
- Central point person for cross-functional work with larger Meta organization. Drove alignment across store operations, engineering, hardware, marketing, community management, and leadership.
- Authored meticulous planning and tracking documentation to streamline major game details and designs to unify the detailed vision across all disciplines on the team.
- Mentored junior producers and designers in narrative, level design, and gameplay tone and coherency.

Executive Producer, Oculus Studios (Meta), Jan 2022 - August 2025

- Produced *Asgard's Wrath 2*, a massive \$MMM open-world VR ARPG, through launch and the planning and execution of two years of post-launch content updates. This title received a 10/10 on IGN and elsewhere for its massive scale and unprecedented quality level. It remains the largest AAA game on Meta Quest hardware to date and the most ambitious VR project ever created.
- Solely owned QA and Localization, including bug tracking, TestRail, daily regression testing, as well as external usability testing.
- Provided targeted game feedback and authored tracking data for gameplay analytics.
- Worked hands-on directly with the design team to improve gameplay, polish, features, levels, and characters. Wrote narrative, edited objectives, filled in gaps wherever I found them.
- Designed monetization strategy in conjunction with Meta business teams.
- Owned all marketing activations and development for AW2, including reviewing and final approval of storyboards, scripts, concepts, and productions for all ads and assets. Owned relationship with central marketing team.
- Tracked level development progress completion and owned milestone preparation (including executive review and presentation).
- Led an initiative to improve controller tracking on next-gen hardware using AW2 as a test project. Wrote technical documentation, building test scenarios, conducting a wide array of tests, and presented results to the VP of Reality Labs. This work resulted in dramatic improvements to the hardware, and became the benchmark for subsequent controller designs.
- Supported the launch of *Batman: Arkham Shadows* with QA support, collectibles support, press and marketing support, internal playtesting, preorder, and launch support.

Producer - Oculus Studios, Menlo Park, CA, Jun 2020 - Jan 2022

- Produced *Resident Evil 4* for Oculus Quest with Armature. This was the #1 grossing launch in 2021 and has since become a top-seller on the platform. This work included:
 - Game design, feedback, milestone reviews and deliverables

- Stakeholder in Capcom relationship, presented to production leadership in Japanese
- Owned full production of the Mercenaries DLC
- Owned usability testing and gameplay analytics
- Produced a TV commercial, in Japanese, during COVID lockdown
- QA, localization, and community support.
- Press and marketing activations, award submissions, IARC/ratings submissions
- Produced the RE4 x Quest 2 hard bundle in US and international retail which drove a sales increase of 430% -- The first Quest hard bundle ever and a complex logistics problem.
- Produced 3 prototypes with external developers for Orion AR glasses using very early prototype hardware.
- Founding member of the Facebook Inclusive Product Council, a cross-division group that reviews major product launches across the company for inclusive design. Wrote the charter, built the review process, led the team in charge of writing the core principles of the group, and presenting this work to executive leadership.

Content Manager - Facebook Oculus, Menlo Park, CA. Jun 2019 - Jan 2020

- Reviewed and launched over 1000 applications on Oculus Quest, Rift, Go, and Gear VR headsets. I was personally responsible for over 90% of the output of the entire team.
- Identified and helped boost obscure gems to higher support tiers, member of the Quest concept approval board.
- Provided developer submission support for hundreds of support tickets, achieved the highest satisfaction rating of the group.
- Gave talks about VR storytelling, design, and Oculus Store publishing at Oculus Connect, XR Kaigi, and Indiecade.
- Worked with internal product teams to build pipeline and tooling for application submission and management: DLC, Coming Soon, Preorders, Bundles, Sales, etc.
- Authored industry-leading Accessibility launch validation policy, the first of its kind amongst game platforms. Wrote developer documentation to support the requirements, and creative learning modules to help developers learn about accessibility in design.

Content Producer, Sony Crackle Digital Network, Los Angeles, CA. August 2017 - May 2019

- Produced and published two original VR experiences for Playstation VR and Oculus VR platforms, including shepherding through TRC/VRC platform requirements.
- Reviewed and edited scripts, cuts, and outlines for film, television, and interactive media.
- Vetted pitches for creative executives.
- Developed and produced promotional mobile AR experience to App Store and Google Play Store.
- Wrote and produced *In the Clouds*, a VR experience which debuted at the 2018 Cannes International Film Festival.

VR/AR Innovation Associate, Sony Pictures Entertainment , Los Angeles, CA. May 2017 - August 2017

- Developed narrative VR experience based on a TV show in 10 weeks. Wrote the narrative, built assets, scanned props from the show, programmed the project in Unity.
- Rapid prototyping of VR interactions, developed VR distribution platform with external studio, ran reviews with executive producers, showwriters, directors, and actors.

EDUCATION

- **Bachelors of Arts Degree - Florida State University May 2016**
 - Majors: Studio Art and Advertising
 - Thesis: "Building Worlds; Creating an Affordable and Efficient Virtual Reality" (2015).
- **Masters of Fine Arts Degree - University of Southern California School of Cinematic Arts May 2019**
 - Major: Interactive Media and Game Design
 - Thesis: "Ascension: A Look into Context Dependent Memory Development in Virtual Worlds" (2019).

TECHNICAL SKILLS

- Unity, Unreal, Maya, Mudbox, Adobe Creative Suite, Perforce, Jira, Trello, Confluence, Testrail, and Visual Studios.
- C#, C++, and Java coding languages.
- Graphic Design, illustration, and digital painting experience for assets, concepts, graphic design and game marketing art.
- Conducting market research, usability testing, gameplay analytics, and player research panels.
- Building testable game and narrative designs with a team including writing gameplay and story for massive AAA games.
- Partner relationship building and XFN collaboration across all disciplines.

ORGANIZATIONS

- Co-lead and co-founder - Pride@Reality Labs - Facebook
- Facebook Accessibility Champion
- AR/VR Accessibility task force - Content and Media Strike Team - Facebook Oculus
- ACM SIGGRAPH - Chapters Committee, 2016 - 2019
- IEEE VR - Conference committee, 2015 - 2017
- ACM Spatial User Interface - Conference Committee, 2017

SPEAKING ENGAGEMENTS/INTERVIEWS

- GDC 2024 - [Asgard's Wrath 2 How We Built VR's Largest Open World Game](#)
- [Asgard's Wrath 2 Developer Deep Dives](#)
- Meta Connect 2022 - [Inclusive Design and Building for Diverse Audience](#)
- Meta Connect 2022 - [Growing Communities in VR with Integrity and Trust](#)
- GDC 2022 - [Women Building the Metaverse](#)
- Meta Connect 2021 - [Building an Accessible Future in VR](#)
- [Designing Accessible VR Experiences](#)
- Meta Connect 2020 - [Diverse Voices: Bringing Diversity and Accessibility to VR](#)
- Oculus Connect 6 - [Signed, Sealed, Delivered - Success on the Oculus Store](#)
- [Get 'Em To The Metaverse Podcast](#)