



Kateryna Sniatovska

LEAD/SENIOR/MIDDLE
NARRATIVE DESIGNER
SCRIPTWRITER

CONTACTS



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ABOUT ME

- 18 years working with text
- 6 years in gamedev (Casual/Mobile: Farm, Match-3, HOPA, Adventure)
- 20+ end-to-end narrative features.
- Lead and mentor the Narrative Design team.
- Authored and published a short story collection; co-author of an anthology of Ukrainian prose.

SKILLS

- Narrative: concepts, synopses, flowcharts, dialogues, in-game text, NPC behavior, UI texts
- Documentation: story bible, art briefs, cross-team specs, character sheets
- Leadership: team mentoring, content review, task management, narrative pipeline setup
- Languages: RU (native), UA (native), EN (intermediate)
- Tools & Software: ChatGPT, Midjourney, Miro, Confluence, Asana

WORK EXPERIENCE

GOODVILLE AG | Lead Narrative designer 2025-till now

- Lead and mentor the Narrative Design team, ensuring quality and consistency.
- Coordinate narrative work across teams, aligning priorities, timelines, and production needs.
- Develop concepts, synopses, dialogues, and in-game scenes integrated into gameplay.
- Build and maintain narrative documentation, including style guides and workflows.
- Wrote and shipped 10+ full-scale story-driven live events for a mobile farming game.

VOKI Games | Narrative designer | Mystery Matters 2024-2025

- Shipped 4 narrative adventure events from scratch, co-authored 2.
- Owned the end-to-end narrative pipeline: logline, synopsis, flowcharts, dialogue, UI, in-game text.
- Wrote character briefs and art asset lists, authored clear tasks (esp. Art).
- Drove implementation quality via event reviews, feedback and revisions, tightened pacing, arcs, readability.
- Aligned story with mechanics and visuals in close collaboration with designers, engineers, and tech artists.
- Completed on-the-job training in ChatGPT and Midjourney.

Friendly Fox | Narrative game designer 2023-2024

- Shipped 5 HOPA games from concept to release (plots, dialogue, in-game text).
- Authored the synopsis for 1 more title that later shipped.
- Designed story structures and quest flows aligned with puzzle pacing and HOPA scenes.
- Delivered production-ready narrative docs (story bibles, quest specs, etc.) and kept them current.
- Coordinated with designers and engineers, set tasks and gave actionable milestone feedback.
- Aligned concepts with publishers, shipped titles received positive player reviews.

EDUCATION

Odesa National Mechnikov University

Faculty of International Relations, Political Science and Sociology 2008-2013

Onoffline school SKVOT

Course "Narrative Designer"
2022-2023

School of Creative Professions Band

Course "Sharp Narrative"
2020-2021

Academy RIBA

Course "Novel writing & publishing"
2024

ZBS Games | Narrative designer 2022-2023

- Built quest chains and wrote character dialogue aligned with match-3 progression.
- Maintained narrative docs: flowcharts, text lists, etc.
- Updated copy after build reviews.
- Worked with programmers, animators, and UI/UX on requirements and actionable feedback.

The Soul Publishing | Scriptwriter 2021-2022

- Wrote 60+ scripts across La La Life/La La Life Games/La La Life Emoji and the TEEN Z animated series, dozens of videos hit 1M+ views.
- Humorous sketches, short-form scripts: loglines, synopses, dialogue, trend/competitor scans, hooks for titles.
- Animation (TEEN Z): co-wrote episodes, character beats, dialogue.
- Worked in RU & EN, fast iteration with editors.

Odesa.Live | PR-manager 2021

- Negotiated 30+ barter collaborations with theaters, clinics, retail brands, and venues.
- Booked VIP guests: artists, million-subscriber bloggers, influencers, and public figures for studio interviews and live appearances.
- Managed a team of 3 SMM specialists: set the content plan, assigned tasks, and aligned with production.

Concert agency "Pale-Art" | Project-manager 2016-2022

- Ran 30+ concerts and stage plays.
- Toured with artists and set up multi-city dates, routes and travel, venue terms, tech riders, permits, accommodation.
- Negotiated with lighting/sound/staging vendors (barter and paid).
- Managed on-site risks and fixes, then closed events with clean reporting and settlements.
- Coordinated social/promo assets and photo/video shoots, and lent my writer's hand to lyrics for numbers in "Dracula Vlad" and "The Wizard of the Emerald City."

Mass Media | Journalist/TV presenter/Editor 2009-2016

- Delivered dozens of bylined print articles and TV news segments for national and international outlets.
- Reported, wrote, voiced, and appeared on camera, pitched stories, interviewed sources, covered events and politics, and adapted materials for multiple formats.

