SABRINA YAM

NARRATIVE EXPERIENCE DESIGNER

I'm a narrative designer and visualization developer with 8+ years of experience crafting unforgettable interactive characters and immersive journeys.

WORK EXPERIENCE

R&D Imagineer - Visualization Developer
Walt Disney Imagineering, R&D **Dec 2023 - Current**

- **Developing with Unreal Engine 5, using tools like blueprint scripting and level sequencer to create to-scale visualizations** of potential attraction changes. This tool allows Show Programming and Mechanical Engineering teammates to check sight-lines and animation timing.
- **Building a prototype theme park attraction based on a major Disney IP, using UE5 to refine gameplay mechanics** and shaping the experience in both virtual and physical space.
- **Leading narrative and creative development for a potential ride,** crafting character moments that both teach and delight play testers**.** We demo'd this to such success that we're in conversation to **realize our project's mechanics for potential new rides** and shows.
- Owning project critical creative processes like **driving collaboration with vendors and directing voice talent.**
- **Presenting demos and leading discussions with studio executives,** polishing project branding to showcase relevant use cases of novel technology and highlight the strength of our work.
- **Documenting and helping define the technical art pipeline,** being on point to not only introduce new processes for efficiency, but also **onboard and teach fellow teammates.**
- **Operated the adorable bi-pedal BDX droids** at a high enough skill to be an R&D representative for various promotional films as well as perform at a Disney/Hulu event.

R&D Imagineer - Conversation and Experience Designer
Walt Disney Imagineering, R&D **Jul 2021 - Current**

- Collaborated with a multidisciplinary team to **design conversational interactions for D3-O9**, an in-cabin AI droid on the **Star Wars Galactic Starcruiser.**
- **Worked closely with both a writing and technical team** to create character-driven storytelling journeys with dynamically reactive and curated dialogue.
- **Synced with creative partners and stakeholders like ILM, Lucasfilm, and Marvel** to define the look, feel, and voice of iconic characters in Disney IP.
- Authoring conversational AI in a way that **encouraged guests to step into their own immersive agency and engage emotionally** with our content.
- **Researched and vetted viable technology** for use in a wide variety of potential projects.
- **Iterated on informative storytelling designs and interface elements** to demonstrate proprietary technology powering an attraction to Guests at D23, a Disney convention.
- **Ran in-park playtests, interfacing with Guests and maintaining an efficient system for collecting user data** to polish show content.
- Onboarded and mentored new Imagineering interns, **empowering them to do their best work through setting milestones and providing actionable feedback.**

Game Designer
Embodied Inc. – Moxie **Nov 2018 - Jul 2021**

- Owned and designed modules that **centered the core messaging of the robot Moxie** on kindness and learning, **representing product strength in demos** to investors.
- **Wrote and updated design documents** that detailed mechanics, gameplay and rewards progression, and **highlighted ideal sample dialogue and interactions.**
- Attained mastery of proprietary tools used for **writing branching narrative content** and **marking up text to speech vocals and performance animation.**
- **Wrote for younger audiences,** keeping character personality and language consistent while promoting positive learning.
- **Directed recording sessions** to craft a uniquely warm voice with Moxie's voice actress.
- Oversaw on-boarding of junior members to the team: supervising, mentoring, and **advocating for their growth.**

SKILLS

Immersive Narrative Design
- Story and experience pacing
- Writing to IP
- Writing for dynamic AI characters
- Compelling dialogue for unique character voices

Unreal Engine 5
- Blueprint scripting
- Level sequencer
- Integration with commercial and proprietary software
- Lighting and asset placement
- Perforce

Maya
- Scaling and cleaning environmental assets
- Basic rigging
- Using blend shapes and morph targets

WHAT I'M UP TO

GAMING
My love for games is what got me here in the first place. I'm currently enjoying **Clair Obscur: Expedition 33**, as well as playing multiplayer games like **REPO, Helldivers 2,** and board games like **Finspan.**

WRITING
Storytelling is my bread and butter. I'm currently a participant in the ongoing **NYC Midnight Short Story Competition**. I placed in both the first and second rounds, putting me in the **top 200 writers of the almost 6000 participants**.

EDUCATION

2014 - 2018
BA, Interactive Media and Game Design, Minor in Screenwriting
University of Southern California

CONTACT

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