Ben Deeb

NARRATIVE EXPERIENCE DESIGNER

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I design interactive campaigns and location-based stories – I write the narrative, create the mechanics, and build the tech to take immersive experiences from concept to launch.

WHAT I MAKE

Interactive campaigns & ARGs
End-to-end design and execution: story, puzzles, live ops, and systems that keep players moving forward.

Narrative for real places
Immersive, location-based stories mapped onto real-world landmarks, architecture, and public art.

Rapid prototypes
Working web apps and social-native puzzles, not just decks. As little as three days from concept to playable demo.

PROOF

- Drove 30,000 online players in a week for a cryptic street puzzle, zero marketing spend **— Join Cult →**
- Built a permanent location-based game for Park City in under a week, from 700 miles away **— Perceptual Technology Division →**
- Coded an ARG web app with logins, saved progress, and NFC clue drops **— Los Feliz Everywhen Association →**
- Published an absurdist book anonymously; strangers found it and pushed it to #11 in Amazon's bestselling fiction **— Infinite Jeffs →**
- Wrote and produced four episodes of network TV for ABC **— Black-ish →**
- Earned two Emmy nominations for stage managing Riot Games' VALORANT Champions broadcasts **— VCT Champions →**

HOW I WORK

Collaborated with agencies including MKG, Denizen, Concept Arts, Ignite, and Aspect Ratio. Available for pitch support, narrative direction, or full technical builds.

Day rate, weekly rate for bookings of two weeks or more, or a fixed project fee. I work inside your process – remote from Los Angeles, on site when it matters.