

# Matt Wieteska

Experienced Creative Lead

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## SUMMARY

I have a proven track record of building the culture, vision and process required to deliver world-class audio storytelling at scale. I specialise in managing and developing creative teams, unlocking their potential, and shepherding them through a full production process from ideation to delivery.

## KEY EXPERIENCE

### **Zombies, Run! — Head of Production**

2011 - 2023

As a founding team member on [Zombies, Run!](#) - the world's most successful mobile fitness game - I built the production team and processes required to deliver world-class episodic audio on a shoestring budget, setting the standards at the heart of the game's success. Over the course of the next 12 years, I managed the growth of the production department to meet our ongoing success and business development, delivering a 4x increase in content output over that period.

One of my key achievements during this period was the creation of our [New Adventures](#) vertical, which broadened the scope of content available within *Zombies, Run!* to include work across many genres, including our first non-fiction content. I designed the processes necessary to find and develop writers at many stages of their careers, allowing us to commission and release over 50 new series in 3 years.

### **Marvel Move — Creative Lead**

2021 - 2023

Our success led to a major partnership with Marvel Entertainment to produce [Marvel Move](#), a mobile fitness game using Marvel Comics IP. As Creative Lead on this project, I set the project's narrative direction, established its ethos, and built the team of world-class creatives at its heart.

Working with a diverse group of writers, including both industry-leading comics creators and exciting up-and-coming audio drama talent, I led the creative process from ideation to delivery - including remote writers' rooms, script development, and managing stakeholder feedback.

## KEY SKILLS

Creative Leadership  
Team Building  
Scriptwriting  
Hiring  
Stakeholder Relations  
Change Management  
Process Design

## AWARDS

**Game Dev Heroes (2020)**  
Shortlist - Sound Hero

**UK Games Fund Awards (2018)**  
Winner - Game Development  
Genius

**Guardian / Hospital Club 100 List (2013)**  
Listed - Games and Tech

**Develop 30 under 30 List (2012)**  
Listed - Production

## RESUME & KEY ACHIEVEMENTS

### Writer, *Techland* (2024)

- Contributed scripted and systemic dialogue across GaaS content updates for *Dying Light 2* and upcoming project *The Beast*.
- Led inter-departmental collaboration on rapid delivery of recorded dialogue
- Provided script feedback across the Narrative team
- Created internal narrative documentation including story summaries, character bios and casting packets

### Head of Production, *Six to Start* (2019 - 2023)

- Creative Lead on *Marvel Move*; narrative design, hiring & leading writing team, writing *Hulkville* series, voice direction
- Content Lead on internationalisation of *Zombies, Run!*
- Built commissioning, recording and audio pipelines to increase output from 45 to 120 episodes per year
- Established & managed relationships with external partners, including Marvel Entertainment
- Design and implementation of processes and systems to support growth of production team from 4 to 11, including best hiring practices
- Led company-wide efforts to improve culture & working practices as company grew from 10 - 25

### Senior Producer, *Six to Start* (2014 - 2019)

- Creative Lead on *Zombies, Run! the Boardgame*; game and narrative design, writing 100k+ words of interactive story, and voice direction
- Led creation of “New Adventures” vertical, building creative and business practice for external script commissioning
- Led production team through release of multiple titles, including management of multiple simultaneous productions

### Game Designer / Voice Director, *Six to Start* (2011 - 2014)

- Narrative Lead on *7-Minute Superhero Workout*; narrative design, hiring & leading writing team, scriptwriting, voice direction
- Voice Director on *Zombies, Run!* and *The Walk*
- Created workflows & established creative standards for casting, voice recording & audio feedback
- Led projects for external partners, including the BBC and Profile Books
- Contributed as a game designer on projects for external partners including Disney Imagineering

### Junior Game Designer, *Six to Start* (2010 - 2011)

- Led project for *Wired Magazine*, including client liaison, game design and content creation

## ADDITIONAL SKILLS

Jira Administration  
Notion Administration  
Automation  
Video Editing  
Audio Editing  
Javascript

## EDUCATION

2:1 MA(hons) English and  
Classical Literature - Edinburgh  
University (2009)