

Arlo Howard

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Interactive and Immersive Experience and Game Designer

Immy and Golden Lock award winning Experience Designer

Previous clients include Lenovo, Google, Amazon, Meta, Dropout.tv and Punchdrunk

Masquerade Murder Mystery An Immersive Dining Experience (Writer)

An immersive dining experience set at a glamorous masquerade party, blending playful intrigue with a participatory murder mystery as guests enjoy a three-course meal. (Unreleased / under NDA)

- Wrote a full interactive narrative that balanced comedy, mystery, and audience agency
- Created a cast of compelling comedic characters designed to encourage guest interaction
- Crafted gameplay structures that enabled up to 100 guests to participate in solving the case

The Curious Case of the Copper Key (Puzzle Designer) - Great Ormond Street Hospital & Tiltify

Creative advisor and puzzle designer for a five-hour livestream event that raised over £460,000 for Great Ormond Street Hospital Charity to support the new Children's Cancer Centre.

- Designed puzzles for promotional materials including cab wraps, Tube posters, and mobile mini-games
- Created a companion play-along pack enabling viewers at home to participate in the experience
- Developed puzzles that revealed clues to the overarching mystery in engaging and dynamic ways
- Crafted gameplay accessible and enjoyable for viewers of all ages

The Milk Cup LAN Announcement (Puzzle Designer) - The Milk Cup & GALE

Announcement for the Milk Cup LAN Championship, presented as a multi-layer puzzle box revealed through a surprise livestream with 10,000+ live viewers.

- Designed a layered series of puzzles optimized for livestream play, integrating dynamic visual moments and exciting challenges.
- Developed mechanics that engaged fans directly, giving them integral contributions to the live puzzle solve
- Integrated branding into the core puzzle design, making it central to the excitement and appeal of the experience.

Quest for the Impossible (Live Game Designer) - Lenovo & PortalA

Quest for the Impossible is a brand experience promoting the Lenovo Legion Laptop. The quest brought two gaming streamers to a real castle where they were pit again each other in the ultimate quest to become Ruler of the Realm.

- Created live puzzle driven game play in inspired by the features of the castle
- Proposed integrations between live gameplay and digital game play in a MineCraft replica of the real castle.
- Design meaningful integration of fan contribution into the live game play.

BOARD (Prototype Game Designer) - BOARD

As part of an initial team of creative I created a prototype game focused on exploring the capacity of this new game device blending digital and in-person gameplay.

- Designed gameplay mechanics tailored to the device's unique capabilities, maximizing its interactive potential
- Created an accessible game experience engaging players of all ages and skill levels
- Developed concepts that balanced innovative use of technology with inclusive, family-friendly design

Unreleased Project (Physical & Digital Game Designer - under NDA limitations)

A theatrical legacy board game with app integration using voice recognition. Beginning as an irreverent, nostalgic vintage game, it progressively unravels into an eerie horror experience.

- Lead narrative activation, designing gameplay to reveal story in a theatrical, replayable way
- Structured each playthrough to deliver satisfying dramatic arcs with strong cliffhangers to drive return play
- Translated ambitious creative concepts into actionable game mechanics and experiential design

Game Changer (Writer/Game Designer - under NDA limitations) - Dropout (LA)

Game Changer is a TV gameshow that was on the Emmy ballot in 2024. In the show, contestant don't know the game they are about to play and the only way to learn is by playing. Each episode features a new game each with multiple unexpected twists along the way. I have done writing on episodes that have not yet been released.

- Created 7 full episode outlines complete with base game play and two surprise twists
- Contributed to the detailed game design for a more complex episode.

The Order of the Golden Scribe: Initiation Tea (Writer/Game Designer) - Gr8er Good Games (NYC)

This IMMIE and Golden Lock award winning experience is an afternoon tea with escape room puzzles and an overarching interactive narrative. You've been invited to an initiation tea with the mysterious Order of the Golden Scribe. Shortly after you arrive you find out the shady business the Order is really up to and are recruited by a resistance member to take down the Order from the inside.

This acclaimed production had three runs in New York City playing for celebrity guests like Neil Patrick Harris.

- Create a tightly crafted experience that allowed for an abbreviated rehearsal and load in process
- Co-created escape-room style puzzles that unlocked each course
- Scripted a narrative that allows for strong audience agency and a live customised ending

The Burnt City (Creative Coordinator) - Punchdrunk (London)

Spanning two warehouses, The Burnt City blends contemporary dance, and award-winning design installations. Guests to wander freely following any of the 28 characters. I joined this project in what came to be the final six months of the show's run.

- Acted as the primary point of contact between the 7-person rehearsal director team and the other production department across the company streamlining communication
- Organised scheduling for a cast of 50, including rehearsing in new cast members and three special events
- Oversaw the implementation of long-delayed show fixes, including new one-on-ones, expanding wheelchair accessibility and creating a shortened summer version of the production
- Facilitated last minute filming of show content during the production's closing phase

The Maze of Adventures (Associate Director) - Coney & The City of London (UK)

Commissioned by the City of London The Maze of Adventures spanned the city uncovering the hidden histories of the city by weaving through London's back streets and alleys. Each of the 12 smartphone-guided adventures led to a secret immersive event.

- Worked closely with writing and design team to create a cohesive player experience
- Mapped and tested all 12 adventure routes across the city to ensure accessibility and clarity of navigation
- Collaborated with creative programmer to build each adventure in TWINE ensuring flow and functionality
- Delivered a stable immersive, city-wide event played by over 6,500 guests in a single 5 hour event

Strand Avian Society (Game Designer) - Westminster Council & Now Play This (UK)

Part street-game, part architectural mystery, the Strand Avian Society is a site-specific game that asks players to take a closer look at the layered history of The Strand from the perspective of the resident birds. This simple pamphlet unlocks a series of imaginative prompts that turn the newly pedestrianized portion of the strand into a place of play.

Failure Factory (Experience/Game Designer) with Risa Puno at John Michael Kohler Arts Center

Failure Factory is an interactive art installation framed as playful safety training, inviting participants to explore different dimensions of failure—including shame, vulnerability, binary thinking, and shared concerns around missteps. Through active engagement, Failure Factory aims to help participants feel more prepared to encounter failure in the future.

Created in collaboration with Risa Puno as the creative lead.

- Co-designed a playable, non-linear interactive installation with multiple compelling invitations to engage, encouraging guest agency and explore in any order they choose
- Developed gameplay that optimizes gallery flow by creating short-form gameplay that could be engaged with as an individual or in groups
- Created visually compelling interactions that were engaging to play and watch, supporting both participation and spectatorship easing the flow through space and allowing guests to engage at their own comfort level

Radio Ghost (Creative Producer & Associate Game Designer) - ZU-UK (UK/Germany)

Radio Ghost is an app-based game for three players designed to be played in any shopping mall anywhere. Players are guided by an underground radio station seeking out the ghosts of the production line, to spark more thoughtful consumption.

- Managed the international team across the UK, US, Brazil and Germany, driving the process to ensure a timely delivery
- Oversaw the creation of the German-language version of the app and audio content
- Collaborated closely with the lead writer to shape the game design and optimise player experience
- Maintained the project wireframe throughout development, ensuring alignment between creative vision and technical execution

Rhythm & Ruse (Company Manager / Associate Director) - (London)

A night of close-up magic, jazz and cocktails woven together with a light immersive narrative. Created by Punchdrunk alumni, Rhythm & Ruse combines the allure and intimacy of immersive experience with close up magic for an audience of nearly two hundred guests twice a night.

Midnight Madness (Narrative writer/Co-Game Designer) - Midnight Madness (London)

Midnight Madness, an overnight immersive puzzle hunt across the city of London. Guests begin at 7pm in a famous London location and then through a series of puzzles are guided through 5 distinct pop-up escape rooms through the city. They visit well known London sites such as the Golden Hinde, HMS Wellington, Old Bailey and the Freemasons Hall.

- Crafted overarching narrative and mini games to link locations
- Acted as experience and co-puzzle designer for a pop-up escape room

Gr8er Good Games (Head of Games) - (NYC)

Gr8er Good games runs team building experiences and escape games, both online and in person, for teams from 4 to 400 players. The clients include companies such as Google, Meta, and Amazon.

- Designed new games for bespoke clients and to expand offerings
- Created new managing system that allowed the company to increase business by 200%
- Trained new games facilitators and facilitate games for high profile clients

THIS SIDE UP (Creative Director) - Theatre Deli (London)

THIS SIDE UP blends game play, installation art, and storytelling to uncover under-told LGBTQ+ history. THIS SIDE UP runs as both a live show and a stand-alone installation.

SANDBOX (Co-Producer) - Gun Powder Plot (London)

This two-day symposium brought together UK immersive leaders for panel discussions, workshops and keynotes. SANDBOX featured artists, designers and producers from companies and shows including Punchdrunk International, The Immersive Great Gatsby, Coney, Dante or Die, National Museums and heritage sites.

Masque Macabre (Immersive Consultant / Co-Director) - Strawdog Theatre (Chicago)

A modern immersive reimagining of Edgar Allan Poe's tales where guests roam freely uncovering stories of revenge, intrigue, and hidden layers including a mini escape room.

- Guided the creative process for the company's first immersive production, which went on to become the companies most successful production in its 30+ year history.
- Brought expertise in open-world narrative design, creating the structure to script and rehearse 14 interwoven character arcs.
- Collaborated with a team of 33 writers and designers to ensure narrative cohesion while encouraging repeat visits from audiences

(re)discover theatre (Artistic Director) - (Chicago)

(re)discover theatre was Chicago's leading immersive theatre company (2012-2018) paving the way for immersive theatre in Chicago.

- Produced 18 full length productions and ongoing programming, including 200+ person events

Farewell My Friend (Writer & Director) - (re)discover theatre (Chicago)

Farewell My Friend was a fully immersive production spanning 13 rooms and 3 floors, blending the stories of Romeo & Juliet and Tristan & Iseult. Audience roam freely following any of the 14 full character arches.

- Served as lead on the creative development across the three year creative process.
- Recruited, hired, and lead a team of over 50 artist to create a complex and cohesive immersive experience.
- Coordinated an intricate rehearsal process often involving five simultaneous rehearsals.
- Worked closely with choreographers, writers, co-directors, and cast to maintain narrative cohesion across the piece.

Liminal House of the Adjudicate (Creative Director) - Epic Immersive (San Francisco)

Liminal House of the Adjudicate was a games-driven afterlife experience. Guests enter through a fireplace descending into the here-after via a slide. They then venture through tunnels into mysterious mini-libraries where they were presented with playful ritual trials to measure the weight of their life.

For One (Creative Director) - (re)discover theatre (Chicago)

For One is a series of experiences built for an audience of one, taking over the historic Gunder Mansion. Each room in the house contained a different experience for one, in which the audience played an integral role in the story.