

# CONNOR SPY ALLIANCE UNDERCOVER

## About Heroic Interactive Inc.

Heroic Interactive is a digital media company for a web-based world. Developer of flash games, online video, and websites, Heroic Interactive is a game development company on a mission to produce high-quality, memorable interactive experiences for audiences of all ages.

Based in Toronto, Canada, our goal is to enhance daily life by making it more fun through games of every kind. We provide game development services for clients the world over as well as develop of our own IP. [www.heroicinteractive.com](http://www.heroicinteractive.com)

## Karen Lee Hall – Producer & Founder

Genie Award winner Karen Lee Hall split her formative years between Canada and the USA, thus confirming that A) Canadians are different from Americans and B) it's hard to explain how. In the heady days of disco, Karen came to Toronto to complete her BFA (Hons) in Film at York University before launching into her vocation as a worker in media arts.

For over 10 years Karen worked non-stop as a freelance assistant director and there honed the skills she now uses as a transmedia producer. Her producing credits span film, television and interactive content and include serving as: Producer on indie features *House* and *Ginger Snaps* (one of Canada's top grossing films of 2000); Exec Producer on *Who Loves the Sun*; Producer and Exec Producer on Heroic's TV series' *Our Hero*, *Captain Flamingo*, *Connor Undercover* and *How to be Indie*; and Supervising Producer on [www.cbc.ca/ourhero](http://www.cbc.ca/ourhero) and [www.ourhero.tv](http://www.ourhero.tv).

As founder and creative director at Heroic Interactive, Karen produced *How To Be Indie: Day In The Life* for YTV - found at [www.howtobeindie.com](http://www.howtobeindie.com) and *Spy Alliance: Connor Undercover* for Family Channel found at <http://spyalliance.com>. Karen continues to oversee development of a series of super fun mini-games for Heroic Interactive as well as other clients, and has initiated development on *How Embarrassing!* a comedic multiplayer social game and *The Explorers*, an explorable interactive edutainment experience for kids.

### **Alan Geldart - Audio Artist and Sound Designer.**

Award winning sound editor and sound recording engineer, Alan Geldart has created soundtracks for 30 Feature Films, numerous Television Dramas and 100 and prime-time Documentaries. The new media is his Sandbox and Website Sound Production and Game Sound Design are a natural evolution to his talent and creative expertise.

### **Sarka Kalusova – Web Designer and Site Builder**

Sarka Kalusova is an accomplished marketing and communications professional, award-winning designer and writer with over 20 years of experience in the international advertising, marketing and media industry. Ten years ago her career brought her from Prague to Boston and then Toronto. As Creative Director at McCann-Erickson in Prague, Market & Brand, and Dorland Advertising, Sarka developed and launched campaigns for BMW, Gillette, Nestle, Peugeot, Bacardi-Martini and Bata. In the US, she established a new communications division for JKW International in Boston and was Director of Marketing Communications at software company AccuSoft Corporation.

In Canada, Sarka joined forces with e-marketing company Connectus Direct where she managed creative and strategy development services for L'Oreal, General Motors, ClubLink, Telus, AOL, Tetley, Johnson & Johnson and Canada Post. She has developed award-winning strategies and campaigns for The Loyalty Group/AirMiles, Cadbury/Canada Dry, Bell Canada, Microsys Technologies, Universal Music Canada, Canadian Tire and many others.

Recent projects include a social-media driven site for the Mirvish Production *Cloud 9*, a redesign of the *Live With Culture* site for the City of Toronto and site design and e-marketing for the documentary *Cat Ladies*. Ongoing projects include site design, e-marketing and social media strategy for *First Weekend Club* and e-marketing for *Inside Out Gay and Lesbian Film Festival*.

### **Dan Loach – Game Designer/Writer**

Before turning to game design, Dan worked as a research psychologist in the field of cognitive psychology. He holds a PhD and has worked in universities in Canada, Australia and the UK. Yet he seems strangely content to work at Heroic Interactive.

Dan designed and wrote the game bible for the MMOG *Spy Alliance* to compliment the Connor Undercover TV show (Family Channel) as well as four mini-games: *Metro Rush* (a parkour-themed side scroller game), *Undercover Auto* (a top-down vehicle chase game), *Covert Camera* (a Where's Waldo-style search game), *Data Search* (a speed clicking game), and level design on a classic brick breaking game *Jungle Brick*. Dan is currently writing the game design document

for a wave-jumper game *Rocket Monkey* as well as designing an as-yet unnamed Heroic original social game for distribution on the facebook platform.

As a psychologist Dan is interested in how people interact with visual content and while he often tries to explain his psychological theories (as they pertain to game design) to his colleagues, he is more often than not derided for his use of archaic words such as “whilst” and “envisaged” and is currently working on integrating the words “eh” and “about” into his vocabulary, to better fit in.

### **Neal Pollock – System Architecture**

Neal helps creative agencies break into the digital world. Through his consulting and development firm, Claremont Interactive, Neal partners with newcomers to the digital space, to refine strategy and provide world-class production. After graduating with an Engineering degree from the University of Toronto, Neal worked in enterprise software prior to founding Claremont Interactive. In his spare time, Neal is known to kick around a soccer ball, and enjoy a fine Argentine Malbec.

### **Chris Postill – Music Composition**

Christopher arrived at Heroic Interactive fresh from Ryerson and has been knocking us dead ever since with his vast skills and excellent humour.

After a solid year of database programming at Heroic, Chris switched it up and started also making the music on our projects, and he never looked back. We’ll let the sounds speak for themselves.

Prior to being at Heroic, Christopher was running his own web/graphic-design company Candor Media ([www.candormedia.com](http://www.candormedia.com)) and is an award-winning new media installation artist ([www.chrispostill.com](http://www.chrispostill.com)).

### **Josh Yaw – Lead Flash Programmer**

Josh codes Flash like he lives his life: with diligence and fortitude. The man with the digital hands hails from Burlington, Ontario, and is a graduate of the University of Toronto Computer Science Program. Since an early age, he has always been interested in computers and video games. Throughout his high school and university life he has helped small Internet teams, providing them with code or 3D-related work.

Recently Josh launched two original iPhone Apps – “Fridger” and “2 Block” – both of which he did during his down time, and which flirted with success. He enjoys all aspects video game, from the story, music and art to the deeper specifications and algorithms. He currently works as a programmer creating flash based games,

when he is not showcasing his innate art skill of drawing profiles of Heroic employees.

### **Danny Zabbal – Lead Artist**

Danny Zabbal spent his entire childhood watching movies, hunched over game consoles and/or reading comic books. Naturally, his interests flourished into a passion for all things nerdy, be it science-fiction, fantasy or superheroes. After some time, Danny took his encyclopedic knowledge of geekdom to Concordia University, where he studied Film Production and earned the Michel Trudel award for Technical Achievement and Original Vision.

Since 2005, Danny has done a combination of pixel art, concept illustration and 3D design, for companies like Komani, Disney and Lucasarts. Selected games include The Winx Club, for Gameboy Advanced, Thrillville for the Nintendo DS, and most recently Connor Undercover: Spy Training Game, and all Heroic Interactive projects in its wake.