

SJ KRAUS

NARRATIVE DIRECTOR | FRANCHISE WORLDBUILDING | IP AND LORE STEWARDSHIP

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Portfolio: evindale.com/portfolio

PROFILE

Worldbuilder and narrative director with four decades of narrative and world-building across tabletop, live, and digital media, including a year as Lore Master inside a commercial game studio. Brings one discipline to every form: define the rules, protect what matters, give writers and partner teams room to create, and keep the result feeling like one world. Governed lore across six properties at Altered State Machine / Futureverse, with credits on two shipped games.

NARRATIVE AND FRANCHISE LEADERSHIP

World Bibles and Canon Governance | Shared-Universe Architecture | Franchise Continuity | Transmedia Storytelling | Narrative Systems | Narrative Review and Decision Support | Cross-Media Adaptation | Writers' Room Leadership | Partner Briefing and Approvals | Dialogue and VO Direction

EXPERIENCE

ALTERED STATE MACHINE / FUTUREVERSE | Lore Master; Lead Writer, Futureverse project

Jul 2022 to Jun 2023 | Remote / Auckland, New Zealand

- Governed lore use and integration across six independently created properties (Gods & Goblins, Seekers, FLUF World, Alleriya, ATEM Car Club, Walker World) as they became part of Futureverse and The Third Kingdom, the shared game world. Directly led the writers of five of eleven IPs; Walker World kept its own team under my narration. Others built on my groundwork.
- Worked across Development, Art, Product, UX/UI, Marketing, Community, Business Development, and outside IP teams, approving lore use from concept to implementation.
- Appointed Lead Writer to oversee shared-universe continuity; led the lore team and maintained the GDD, world rules, canon, timelines, characters, factions, locations, tone, and terminology.
- Pitched the mycelium network as The Third Kingdom's unifying narrative device directly to Futureverse leadership: human imagination seeds new worlds, and each creator's world joins a larger living network. It shaped the concept and name of The Root Network.
- Stayed hands-on as a writer: modular lore, dialogue, UX copy, scripts, 400+ randomized antagonist scenarios, and in-world voice-over. Built a Discord RPG to test ideas with players.

ÆVYNDAL (FORMERLY EVINDALE) | Creator and IP Director

1982 to Present | Philadelphia / Remote

- Began building the world in 1982 and have kept it growing across eight historical ages, 40+ nations, 32+ playable lineages, and connected religious, linguistic, economic, and political systems, from its early ages into a post-apocalyptic, low-fantasy Fifth Age.
- Merged three parallel campaigns in a 2013 live event, EvinCon, whose outcome became canon: it ended the world as it had been known and opened the Fifth Age. Players in six multi-year campaigns had not known they shared one timeline.
- Adapted the setting across D&D 5e, Pathfinder 2e, and Cypher System. Built the practical tools that keep the world consistent: world bible, canon rules, master timeline, tone and style guidance, lexicons, maps, character frameworks, and living archive.
- Publish under Grimwell Studio, my current publishing brand, including the tabletop RPG Rise Against (v2.0, 2026; first released 2023).
- Let years of community play deepen the setting rather than merely illustrate it: the lore archive now exceeds 750 pages, and the actual-play program has reached 1,250+ people.

SELECTED GAME AND MEDIA CREDITS

- **Muhammad Ali: The Next Legends:** Lore Master / IP Steward; writer and creative design (shipped). Stewarded Muhammad Ali's licensed legacy under Authentic Brands Group direction.
- **AI League: FIFA Women's World Cup:** Lore Writer (shipped).
- **The Third Kingdom:** Lead Writer; shared-universe narrative development.
- **Showgunners:** Voice Actor, Marty Manson.
- **Ground Branch:** Voice Actor, Dagger Team.

CREATIVE DIRECTION AND LIVE NARRATIVE

HALLOWEEN NIGHTS AT EASTERN STATE PENITENTIARY | Director, Live Entertainment (internal title: Live Entertainment Specialist)

Mar 2025 to Mar 2026 (seasonal) | Philadelphia, PA

- Guided story and performance across an 11-acre immersive attraction, keeping character, tone, and the guest journey consistent for 300+ performers, six managers, and four departments.
- Created character workshops around one practical question, "Will they remember you?", pushing performers toward distinctive, story-rich encounters instead of interchangeable scares.
- Wrote character frameworks, story summaries, reference packets, and training that performers, managers, technical staff, and marketing teams all use.
- Coordinated feedback and approvals across creative, production, technical, and marketing teams.

RAVEN'S HEAD PRODUCTIONS, LLC | Founder and Sole Member

Jul 2014 to 2022 | New York

- Formed the company in 2014 to produce Skaldvik (2014 to 2022) and Mütvia LARP (2015 to 2018) under license from Ævyndal, the IP I created and own.
- Directed Skaldvik, a historical-fantasy experience for 70,000+ annual guests, uniting six departments, 30+ staff, performers, makers, and historians, and trained performers to improvise freely within the shared world.
- Designed Mütvia, a 38-hour immersive LARP at Camp Speers (1,100-acre site), with player-driven political systems, survival mechanics, original language and cipher materials, and responsive story consequences.
- Developed and performed standing-room-only programs on Viking Age life, cosmology, and myth, balancing historical research with clear live storytelling.

NEW YORK RENAISSANCE FAIRE | Director and Writer

May 2003 to Oct 2012 | Tuxedo, NY

- Directed a 40-person street cast across a 65-acre, 20-zone environment; wrote shows and helped performers carry character and story through unscripted audience encounters.
- Led the ensemble to two national Best Street Cast awards, coaching voice, movement, character, and improvisation.

TIME MISSION / LOL ENTERTAINMENT | Store Manager, Interactive Entertainment

Feb 2026 to Present | Greater Philadelphia

- Lead a 25-room interactive venue and wrote its guest-experience standards, onboarding, and training from scratch.
- Use live guest behavior and staff feedback to refine how rooms are explained and where the experience confuses people.

TOOLS AND WORKING METHODS

Notion | Obsidian | Confluence | Jira | Miro | Twine | Inklewriter | Adobe Creative Cloud | Affinity | Microsoft 365 / SharePoint | Google Workspace