Dan Napoleoni

Chief Vibes Officer · Melbourne, Australia

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SUMMARY

This is the part of my CV that doesn't fit on a normal CV, but it's honestly some of the work I'm most proud of.

SKILLS & TOOLS

Social Club Design & Management · Event Planning & Hosting · ARG (Alternate Reality Game) Design · Interactive Experience Creation · Trivia & Game Design · Creative Challenge Curation · Internal Communications · Community Building · Puzzle Design · Creative Writing

EXPERIENCE

Developer & Culture Contributor, Isobar Australia

2009 - 2017

Eight years of grassroots culture building. Founded the Whisky Club, Burger Club (complete with Tumblr review blog), Board Games Club, and Film Club —including a guess-the-film cryptic challenge, personal film introduction speeches and themed home-made food. Eventually the social clubs were adopted by the CEO to include fully designed club logos, incorporated into official onboarding docs and used for industry culture awards. Also designed multi-channel ARG experiences for office events, and help guide the annual Art Exhibition to raise more money than ever before, for charity.

Frontend Developer & Culture Contributor, Clemenger BBDO

2019 - 2021

Started an unofficial board games club with Friday sessions and a carefully hidden whisky collection behind some hollowed-out folders in a cupboard. Sometimes the best culture work happens in the margins.

Frontend Developer & Culture Contributor, Honest Fox

2022 · Role made redundant

Showed up on day one with whisky, Codenames and a plate of home-made cookies. Started a monthly whisky collection, brought in an arcade machine (still there), joined the diversity committee, invited an ADHD consultant to present to the team, and ran a weekly themed music club with crowd-sourced themed Spotify playlists every Friday afternoon.

Chief Vibes Officer (Self-Appointed), Off the clock

Jul 1984 - Present

Lifelong game design enthusiast with a trail of prototypes — from custom HeroQuest campaigns to mobile game experiments with AI-assisted development. Puzzle and ARG designer who once built a city-spanning birthday treasure hunt involving a locked briefcase, black-light ink, a spy bag-swap, mysterious packages hidden in local businesses and a casino mission. Creative writer and member of an underground writing collective called Unsolicited Musings. Recently designed a variable-difficulty cryptic crossword system for a friend's D&D campaign. This isn't a side hustle — it's who I am.

EDUCATION

Diploma, Web Design — Riverina TAFE (2007)
Diploma, Digital Media — Riverina TAFE (2005)