Kella Roberts

Co-founder, Product & Technical Direction (AI-assisted development) · Designer & world-builder

kelladesigns.starfyresoftware.com

Designer, world-builder and product architect. I turn stories and systems into places people want to explore, and I'm stubborn about making them work for everyone. Published novelist and co-founder of StarFyre Software.

EXPERIENCE

Co-founder, Product & Technical Direction (AI-assisted development)

StarFyre Software · Present

- Lead design and technical direction for StarFyre's products, with AI-assisted development, including Fyndovn VTT, a lore-woven virtual tabletop with an assistive layer for neurodivergent game masters.
- Prototyped the full product in about four weeks: I planned and directed it, and the AI did the coding.
- Own architecture, specs, accessibility requirements and QA across the portfolio.

Designer & Architect: Pride Parade

StarFyre Software · community project · Live

- Directed a walkable real-time 3D parade built from 37 purpose-built modules, with a live text twin, comfort controls and quick-exit safety design.
- Reached its current form within three days.
- Established an approval-gated copy workflow so sensitive wording never ships unreviewed.

Creator & Designer: Whispering Oaks, Okla.

Author website · Kella Roberts · Live

- Designed and directed a story-world website with a living hero scene, real-time theming, visitor-controlled sound, an interactive map, a chapter reader, a postcard studio and an offline-ready, installable reader.
- No animation library or front-end framework. Over 70 custom animations in plain CSS.
- Reached its current form within five days.
- Lighthouse (live, mobile, Nov 2026): accessibility 97, best practices 100, SEO 100.

Author

Three published novels, including *Growing Roots*

- Long-form storytelling is the root of my design practice: pacing, voice, and world consistency across hundreds of pages.

SKILLS

Design & story:

Experience design · Interaction design · World-building · Narrative copywriting · Information architecture · Brand voice · Accessibility requirements

Architecture & direction:

Product planning · Technical specs · Briefing AI coding tools · Performance budgets · QA planning · Handoff documentation

Technologies I design with & direct:

HTML / CSS / JavaScript · Canvas 2D · three.js / WebGL · Web Audio · Service workers / PWA · View Transitions · Structured data / SEO · Cloudflare

AI coded and assisted. I plan, direct, and oversee the development. The AI executes.

Tools: Claude (Cowork & Code) · Google Antigravity · Real-browser testing