

Jonathan Ashton

6+ Years | UI/UX Design

ABOUT ME

I'm Jonny, a **Senior UI/UX Designer** with 6+ years of experience, currently **advancing** UI/UX efforts at Hyper Luminal Games.

I'm an avid fan of **Helldivers 2**, fighting on the front lines of some of Super Earth's most deadly battles in the name of **managed democracy**.

PORTFOLIO & CONTACT

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SKILLS

Adobe Suite

Photoshop

Illustrator

After Effects

Experience Designer

Game Dev Technologies

Figma

Unity

C#

Unreal Engine 4

QUALIFICATIONS

Sheffield Hallam University

(2015 - 2019)

- Computer Science for Games
BSc Honours Degree (2:1)

Priestley College

(2013 - 2015)

- Computer Game Design
BTEC (Triple Distinction**)

ACCOLADES

Young Game Designer BAFTA
Judge (2023)

Young Game Designer BAFTA
Nominee (2015)

EXPERIENCE

Senior UI/UX Designer

Hyper Luminal Games

Aug 2025 - Present

In my role at HLG, I work closely with big clients, utilising my rich industry experience in my work on an ambitious, unannounced co-op game. My duties include consulting on UI/UX topics, producing both wireframes and hi-fi designs and implementing UI within the Unity engine. Additionally, I mentor other designers within my team.

Key Components of my Role

- Effectively communicate within a collaborative environment.
- Be a versatile designer, able to design low-fidelity wireframes, create high-fidelity UI art and implement UI within Unity engine.
- Understand UX principles and best practices in game UI design.

UI/UX Designer

Playtonic Games

Jun 2022 - May 2025

[Yooka-Replaylee](#) (PC & Console)

In my role at Playtonic Games, I was responsible for leading efforts to overhaul game systems and user interface, as we prepared Yooka-Replaylee for a new wave of modern players. I was also responsible for identifying and eliminating pain-points in the gameplay, leading accessibility efforts and live testing with QA groups to collect meaningful data.

In my daily work, I researched competitor UI before producing low-fidelity wireframes. I then present my designs to the wider team. After discussing and making adjustments, I took ownership of the feature, ensuring successful implementation throughout the development pipeline.

In order to be effective in this role, it was important for me to be an excellent communicator with a strong knowledge of the development process. I often found my degree and professional experience in games programming aided me in articulating my designs through a multi-disciplined team.

UI/UX Designer

Incentive Games

Aug 2021 - May 2022

At Incentive Games I worked on a wide range of sports and gambling games for number of high-profile clients including Virgin Bet, FanDuel and Bet365. During this time I studied the psychology behind player decision making in games.

UI/UX Designer

Twinkl

Feb 2020 - Jul 2021

After transitioning from a programming role at Twinkl, I was quickly thrust into leading UI/UX design on a new app, Twinkl Originals. I independantly designed the app's systems and produced high-fidelity mockups for implementation.