

Jonathan Ashton

UX Design - Narrative Design - Worldbuilding

ABOUT ME

I'm Jonny, a **Senior UX Designer** with 5+ years of experience, currently employed at Hyper Luminal Games. I am an avid fan of all things horror with a passion for great story telling.

For 8+ years I've been a dedicated **worldbuilder** and **campaign writer** for my own sandbox TTRPG games, with a focus on narrative impact and player autonomy.

PORTFOLIO & CONTACT

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SKILLS

Game Dev Technologies

Unity (12 years)
C# (12 years)
Node Canvas (6 months)
Unreal Engine (1 year)
Blueprint (1 year)
C++ (3 years)

TTRPG Game Design

Narrative Design (8 years)
Worldbuilding (8 years)
NPC Design (8 years)

Adobe Suite

Photoshop (12 years)
Illustrator (5 years)
After Effects (5 years)
Experience Designer (5 years)

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**)

Recent Employment

UX Designer

Playtonic Games

Jun 2022 - May 2025

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

At Playtonic I lead efforts to identify and eliminate pain-points in gameplay as we remastered the original Yooka Laylee (2017) title. I was also responsible for overhauling the game's systems and user interface, preparing the game for a new wave of modern players.

In my role, I produced low-fidelity wireframes (mockups) and presented my designs to the wider team. After discussing and making necessary adjustments, I was then responsible for taking ownership of the feature and 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 deep knowledge of the game development process.

Narrative Design in TTRPGs (Non-Exhaustive)

Campaign Writer & Game Master

Dravenhold Campaign

2024

Gothic Horror · Sandbox · Vampires

My most recent d&d campaign saw my players exploring the gothic city of Dravenhold, which was secretly undergoing a vampiric invasion. A scandal that went right to the top of the political landscape.

I designed the campaign to give my players the freedom to explore the city's expansive sandbox, interacting with NPCs and pursuing quests that all tied to the overarching narrative in various ways. Each quest the players completed lead to more plot threads that invited further exploration.

In order to design mechanically enjoyable and narratively captivating quests, I researched and employed several literary technique, such as: Chekov's Gun, Show Don't Tell, In Medias Res, Red Herrings and Foreshadowing.

Runehaven Campaign

2023

Norse Fantasy · Sandbox

I designed and ran this campaign as a sandbox where my players had full autonomy to explore both the harsh snow-swept wilderness and the bustling norse metropolis of Runehaven. I focused heavily on delivering exciting overland travel by developing a massive, bespoke encounter table which featured dozens of narratively impactful encounters for every biome they ventured across.

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ACCOLADES

Young Game Designer BAFTA
Judge (2023)

Young Game Designer BAFTA
Nominee (2015)

FAVORITE QUESTS

Bloody Baron, The Witcher 3
Emerald Grove, Baldur's Gate 3
A Watery Grave, Oblivion
Till Death Do Us Part, Fable 2
The Chief of Thirsk Hall, Skyrim

BIGGEST INSPIRATIONS

Van Helsing (2004)
Berserk
Game of Thrones
Castlevania (Netflix)
The Witcher
MtG: Innistrad
Bloodborne
The Witch (2015)

OTHER HOBBIES

MMA
Brazilian Jiu-Jitsu
Gaming
TTRPGs
Bouldering
Hiking

Blood Moon One-Shot

2022

Gothic Horror · Sandbox · Vampires

Blood Moon was a d&d one-shot that I wrote and ran. The game begun as the player infiltrated a masquerade hosted at a vampire lord's castle. I aimed to fill every room with intriguing NPCs and exciting props that delighted my players whilst also scattering a multitude of secrets amidst the castle. This approach rewarded player exploration and autonomy with every corner they turned.

Worldbuilding

Elderon

2024

My most recent worldbuilding project, [Elderon](#) is a dark fantasy setting that I developed for TTRPGs. It features a fleshed-out political landscape and rich world history. My goal for this setting was to combine the faction-based worldbuilding of Game of Thrones with the dark fantasy found in The Witcher or Berserk.

Additional Career Experience

Senior UX Designer

Hyper Luminal Games

Aug 2025 - Present

In my current role at Hyper Luminal Games, I am responsible for overseeing UX efforts on a number games projects, both internal and external.

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.

UX Designer

Feb 2020 - Jul 2021

Twinkl

After jumping to UX Design at Twinkl, I was quickly thrust into leading design on a new app, Twinkl Originals. I designed the app's systems and produced high-fidelity mockups for implementation.

Unity Developer

Twinkl

Jun 2019 - Feb 2020

As a Unity Developer at Twinkl, I used C# in Unity to implement features in our AR educational game Little Red Coding Club. During my time on this project I focused on developing new gameplay features while maintaining a high level of clean-coding standards.