

# Jonathan Ashton

4 Years Games Industry Experience (Design)

## ABOUT ME

I'm Jonny, a **Senior UX/UI Designer** at Hyper Luminal Games. I have **4 years** of games industry experience and **1 shipped game**.

For almost 10 years I've been a passionate **quest designer, campaign writer** and **worldbuilder** for my own TTRPG games, with a focus on extreme player autonomy and narrative impact.

## PORTFOLIO & CONTACT

[jonny-ashton.co.uk](http://jonny-ashton.co.uk)

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## SKILLS

### Game Dev Technologies

Unity (13 years)  
C# (13 years)  
Node Canvas (6 months)  
Unreal Engine (1 year)  
Blueprint (1 year)  
C++ (3 years)

### TTRPG Design & Writing

Quest Design (9 years)  
Worldbuilding (9 years)  
Narrative Design (9 years)  
Comic Writing (8 months)

### Adobe Suite

Photoshop (14 years)  
Illustrator (5 years)  
After Effects (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 (Highlight)

### UX/UI Designer

Playtonic Games

Jun 2022 - May 2025

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

At Playtonic Games, I lead UX efforts as we redesigned the Yooka Laylee (2017) title from the ground up. I was solely responsible for overhauling the game's core systems and user interface, preparing the game for a new wave of modern players.

In my daily role, I would research before producing low-fidelity wireframes. I then presented my designs to feature stakeholders. After discussing and applying feedback, I would take ownership of the feature, ensuring successful implementation throughout the development pipeline. This included preparing and maintaining design documentation. In this role, it was important for me to be an excellent communicator with a deep knowledge of the game development process.

## Writing for TTRPGs

(Non-Exhaustive)

### Quest Designer

Wrath of the Frost Reaver

2023

Heroic Fantasy · Emergent Narrative · Norse Wilderness

I designed this D&D campaign with a heavy focus on delivering exciting overland travel. I achieved this by developing a massive encounter table featuring dozens of bespoke, narratively rich quests for every biome the players ventured across.

These chance encounters fanned the flames of the emergent narrative, evolving the story based on the roll of the dice and player's own autonomy. This system created a living world which reacted to and became molded by the actions of the players.

Shadow Over Dravenhold

2024

Branching Narrative · Sandbox · Gothic Horror

This D&D campaign was built from my passion for all things dark fantasy, and drew inspiration from classic gothic and folk horror tales. In this campaign, my players explored the gothic city of Dravenhold, uncovering a secret vampiric invasion. A scandal which led them to the top of the political hierarchy.

My design goal was 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 led to more plot threads that invited further exploration.

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

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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  
The Chief of Thirsk Hall, Skyrim  
Till Death Do Us Part, Fable 2

### BIGGEST INSPIRATIONS

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

### OTHER HOBBIES

MMA  
Gaming  
TTRPGs  
Bouldering  
Hiking  
Writing

### Blood Moon One-Shot

2022

Emergent Narrative · Sandbox · Gothic Horror

In this short D&D adventure, the player were tasked with infiltrating 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

A Dark Fantasy TTRPG campaign setting, born from my deep passion for folk horror and gothic fiction. 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. The world grapples with themes of morality and corruption.

## Additional Career Experience

### Senior UX/UI Designer (Current Employment)

#### Hyper Luminal Games

Aug 2025 - Present

In my role at Hyper Luminal Games, I am responsible for overseeing UX/UI efforts on a large game project which spans multiple studios. This includes producing wireframes, high-fidelity UI art and implementing UI in engine. As a senior designer, it is important for me to be a great communicator and active voice in the development of gameplay features.

### UX/UI 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/UI 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.