



Lauryn Ash

Game Designer & Writer

Objective

I am a systemic storyteller. I believe games change the way we tell stories by combining emotional narrative and immersive gameplay.

Development experience

Game Designer II @ Marvel's Avengers

Crystal Dynamics
May 2017 - Present

- Work with a multidisciplinary strike team for global gameplay systems, including global game progression, character progression, character customization, UX/UI
- Responsible for maintaining high level game balance and progression economy
- Designed from concept to implementation of narrative dialogue systems for NPC and Players, including barks, banter, and social hub spaces
- Works with engineers to define narrative tools and workflows needed for writers and designers
- Work with producers to assist high level plans and schedules to meet deliverables
- Provide mentoring and creative feedback to junior designers, including training up new and current designers
- Partner with the Lead Systems Designer to provide feedback and assist in career development for relevant parts of the team

Level Designer @ Star Child

Playful Corp.
Feb 2017 - May 2017

- Responsible for level design, key animation moments of the E3 2017 demo for Sony VR in Unity from concept to completion.
- Created prototype game mechanics and story for astral projection in pre-production
- Worked with Lead Designer and engineer to establish better level design tools

Design Intern @ Dungeon Defenders II

Trendy Ent.
Summer 2016

- Designed weapon and weapon balance for live-game content in modified UE3/UDK engine
- Created animated cutscenes for boss levels using Akismet scripting

Creative Lead @ Project Ever

Microsoft Ventures
Spring 2014

- Worked with Microsoft Ventures as Tinderbox Studios to use Microsoft Azure tools for an interactive storytelling website
- Conducted multiple in-person interviews, user feedback, and start up pitch competitions for market research on prototype design and business plan

Contact

games@laurynash.com

417-658-9017

LinkedIn: @laurynash

Portfolio: laurynash.com/portfolio

Skills & expertise

- Leadership & Public Speaking
- Game Design
- Systems/Technical Design
- Narrative Design
- Blueprint, C#, Papyrus, and Lua
- Creative and script writing
- Systemic dialogue writing and implementation
- UI/UX design

Engines & tools

Engines

Unreal Engine, Unity, UDK, Cry Engine, Skyrim Creation Kit, and proprietary engine

Software

Adobe Photoshop, After Effects, Premiere Pro, DaVinci Resolve, Avid Pro Tools, Procreate, Microsoft Excel, Word, PPT, 3DS Max.

Individual work

Trials of Dushara, Skyrim CK

280 hrs - [link](#)

- Single player level focusing on player choice in gameplay, dialogue, and puzzle design.
- Multiple endings and characters, hub, and puzzles using Papyrus scripting.

Emotional Index System, Unreal Engine 4.9

100 hrs - [link](#)

- Creating a narrative dialogue system from concept to implementation using UMG and Blueprint.
- Created formulaic equation for NPC reactions to player dialogue choice.

Education

Masters of Interactive Technology in Level Design

SMU Guildhall, Honors
Jan 2015 - Dec 2016

Bachelors of English, Creative Writing & International Studies

Creative Writer's Workshop - University of Iowa, Honors
Sept 2010 - May 2014

Certificate of Entrepreneurial Management

University of Iowa - Tippie College of Business
John Pappajohn Entrepreneurial Center
Jan 2013 - May 2014

Writer's Workshop, Intensive Study

University College Dublin - Ireland
Summer 2012

Awards

Gold Winner - Narrative Review, Mechanics-Driven Storytelling in *Journey*

Game Developer's
Conference,
March 2016

- Identified how mechanic design, character, and animation work to create an immersive story experience
- Presented [paper](#) as a poster session at GDC's Narrative Summit

Collegiate Woman of Innovation and Technology

Technology
Association of Iowa
November 2013

- Finalist for co-founding Tinderbox Studios' project "Ever" a crowd sourced storytelling site

First-Place Winner, Preliminaries, International Business Model Competition

Tippie College of
Business, U Iowa
April 2013

- Received seed funding and competed at Harvard Business School

Designing Ludonarrative Harmony, Master's Thesis, Unreal Engine 4.9

200 hrs - [link](#)

- Studied the way mechanics and narrative interact with systems to create a hollistic game experience
- Designed a game level using my model for achieving ludonarrative harmony without direct tutorialization or objective markers

Supporting Multiple Playstyles in Combat, CryEngine 3

125 hours - [link](#)

- Single player level focusing on 3 distinct play style choices: stealth, aggressive, and novice combat choices
- Scripting AI behaviors and patrol routes using Flow Graph