

Will Ashmore

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BigGunDynasty.com

Industry Experience

Narrative Designer

BBTV Interactive
Oct 2021 - Feb 2023

In this role I helped develop and ship two branching-narrative titles: “*Dan & Riya: Beverly Valley High*”, and “*Ripple: Join the Story*” for IOS and Android devices. My duties included designing and testing branching-narrative processes and infrastructure, writing, proof-reading, and editing narrative content, hiring and managing a team of contracted writers, and interfacing directly with external IP partners.

Narrative Designer

East Side Games
May 2018 - Feb 2021

In this role I helped develop and ship three titles: “*Cheech & Chong*”, “*Bud Farm: Idle Tycoon*”, and “*Trailer Park Boys: Greasy Money*” for IOS and Android devices. My duties included writing dialogue, promotional materials, and in-app copy, maintaining live-ops release schedules, coordinating team-wide content initiatives, working with external IP partners, evaluating submissions from writing candidates, onboarding other narrative designers, and working closely with the engineering and design departments to streamline tools and processes.

2D Artist

East Side Games
Jan 2013 - May 2018

In this role I created and implemented assets for four titles. My areas of expertise are character and prop design, pre-production concept art, and art for marketing. I have become intimately familiar with Unity, Flash (Adobe Animate), and Photoshop, and I’ve dabbled in a slew of other programs including Maya, AfterFX, Illustrator, and Premiere.

Relevant Cap-Feathers

Graduate of the Commercial Animation program at **Capilano University** (2012)

Guest lecturer at the **University of British Columbia**

Fluent in English and French