



About me!

Hello, my name is Ashley Hook. I'm a recent first-class games design graduate of UCA and I'm extremely passionate about the making and playing of games, having a keen eye for the design choices, game flows and player reactions to different games. I find the reaction to games & media very fascinating and believe that every single player experiences the game in a different way based on life experiences which also goes to explain some of my favorite game choices being those like The Elder scrolls V: Skyrim due to its high level of customizability and Subnautica due to it's in depth way of using the environment to tell a story that creates genuine real reactions from the players.

It is because of these interests and curiosities that I wish to work as a game's designer thinking about how a game is pulled together how everything is linked and what it conveys to the player is already a passion and curiosity of mine so being able to dedicate myself to a team of likeminded individuals who will bring their own experiences to the game and change it in unforeseen ways is a real life calling.

I hope you choose to reach out not just for an interview but to have a chat about your experiences with both playing and creating games as well

All the best and I hope to chat soon. Take care!

Education:

University for the creative arts Sept 2022 - Sept 2025
Games Design BA (hons)

I undertook a Games Design degree because I enjoy planning projects and stretching my creativity I have studied a range of games design skills such as level design, gameplay, prototyping, scripting, and storytelling through various solo and team projects
First

Skills

- **Mechanics Design**
Creating fresh and forward-thinking mechanics that link the narrative and gameplay together to produce an immersive experience for the player
- **Level Design**
Creating in depth level design that smoothly integrates not only narrative environmental storytelling but also gameplay mechanics
- **Problem solving**
Able to pick apart a problem and identify the flaws and how to fix them
- **Technical Skills**
Understanding of games engines, scripting concepts and technical limits
- **Analytical mind**
able to break down complex systems to their core functions and understand how they work
- **Team collaboration**
Always happy to both provide and receive feedback and share ideas to bring forth a greater conjoined creative vision

Contact Me!

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Game Experience:

Clash Ramblers

Lead Games Designer | Lead Level Designer

This was a solo project with oversight by both my tutor and peers where I focused on interlocking level and gameplay design to create a fun co-op experience

East Surrey College Redhill Sept 2020 - Sept 2022
Games Design - Level 3 Diploma

This qualification introduced me to games development and had me exploring every aspect of games development, helping me decide what I wanted to study at university; during this course, we used applications such as Unity and Blender, and completed a variety of projects, such as creating 3D environments and prototype games in Unity using C#
Merit

Experience

Ladbrokes Coral 2022 – Present **Customer Service Manager**

Attention to detail: Ensuring that everything runs smoothly in line with company policy has helped me further develop a keen eye for detail.

Compliance and Regulatory Understanding: With the industry constantly changing, I have learned to quickly change and adapt my workflows in line with new practices.

Problem solving: With a constantly changing and unpredictable work environment, I have honed my problem-solving skills to deal with problems effectively and efficiently.

Communication Skills: Explaining policies to customers, as well as new staff, has helped me develop better communication skills, ensuring everyone is on the same page.

Multitasking under pressure: working in a high-paced environment has allowed me to quickly prioritize tasks, set deadlines, and keep ahead of the workload, ensuring a smooth day to day.

[Clash ramblers Portfolio page](#)

House of Ashes **Supermassive games Industry Brief)**

Lead Gameplay Designer

In this project I worked in a team of multiple disciplines onboarding different ideas and feedback from my peers as well some industry experts to create a fun and accurate vertical slice of Supermassive game House of Ashes

[House of Ashes Industry Brief Portfolio Page](#)

Prototype Games

Gameplay Designer

In these projects, I created two prototype games. One, was a minigame called fencing offence where I looked at some industry examples like Mário party and Mario & sonic in the Olympic games to create a fun 60 second minigame

[Fencing Offence Portfolio Page](#)

The second was an escape room project where I created a short game where the level design is key to solving the puzzles, discovering the story and finishing the game for this project I looked at games such as escape room simulator and real life escape rooms to see how they tell a story through the environment with inspiration from books by H.P Lovecraft

[Escape from Dunwhich House Portfolio Page](#)