

Andy Ashcraft
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PROFESSIONAL GOALS

- I'm an award-winning game designer eager to apply my years of professional game-development experience, my training and my creativity toward your interactive projects. Success is when someone remembers with delight a game or toy I've worked on.

GAME DEVELOPMENT EXPERIENCE

- **GIANTS DANCE GAMES** **Owner / Freelance** July 2009 – Present

EA Maxis – Worked with the mobile game development group at EA Maxis and with developer Jet Set Games on a beautiful and very social mobile (unannounced) game.

Disney Mobile – I have been working freelance for Disney Mobile on a variety of social mobile games, including the iPad version of **JellyCar2**, **TRON** for iPhone, [Pixar's Cars AppMATES](#) for iPad, and others yet to be released.

HikimoriBot – As a freelance game designer, I have provided a detailed pitch and scope document to developer HikimoriBot for an as-yet-unannounced social iPhone/iPad game.

“The Trail of the Necronomicon” – I co-designed a pervasive game for the **West Hollywood Book Fair** (2010), based on the writings of H.P. Lovecraft. More information can be found here: <http://www.livegamelabs.com/2010/09/trail-of-the-necronomicon-at-the-west-hollywood-book-fair/>

“The Time Traveler's Knife” – I co-designed and ran a game for the **Come Out & Play Festival** in June 2010. The game, set in an historic graveyard in Brooklyn, won the 'Best Use of Narrative' award. Info: http://www.comeoutandplay.org/2010_ttk.php

Earth No More – I provided in-depth analysis and feedback to Finnish developer Recoil Games on their design for a FPS / Puzzler. This was done as a freelance consultant.

DiscoveryKids Toy Laptop – I was hired as a freelance consultant by **Great Music, Inc.** of Malibu to spearhead an electronic toy project. The work included redesigning the interaction, games and look-and-feel, overseeing the art production, trivia question writing, writing the design specification and overseeing the V.O. recording.

- **THQ** **Creative Manager** July 2007 – May 2009

Lock's Quest – I worked closely with developer **5th Cell** to create this award-winning action strategy game for the Nintendo DS. I provided feedback on story and dialog, ratings issues, and level-design issues. I organized and oversaw usability studies and coordinated with THQ's Brand Marketing.

World of Zoo – I oversaw THQ's creative interests with celebrated developers **Blue Fang** on this Wii and PC game. My contributions range from high-level game design direction to specific level-design feedback.

Darksiders – I briefly worked to coordinate THQ marketing objectives with our internal development studio, **Vigil**, on this triple-A, next-gen title.

- SCEA** (Santa Monica Studio) **Sr. Game Designer** Oct. 2001 to July 2007

God of War 3 – I built very early gray-box level design sketches using Maya.

God of War 2 – I jumped in for several months of crunch-time to help place cameras and write game-camera logic using proprietary tools built for Maya. Being involved in this game's production gave me a deep understanding of creating 'cinematic' camera effects.

Warhawk (PS3) – I designed dozens of single-player missions; assisted with overseeing the concept art, music & voice recording; and wrote single-player mission scripts in a proprietary scripting language. This game was developed by SCEA's **Incognito studio**.

Neopets: The Darkest Faerie (PS1) – I worked closely with the licensor (Viacom / Neopets) on the game-design and story, and translated their incredibly popular website's look & feel to a 3rd person action/adventure game. I also oversaw the voice recording.

Small Brawl Shooter (working title) – I assisted the design team at **Incognito** (as external developer) to design characters, levels, and game-play for this 3rd-person shooter on PS2.

War of the Monsters – I assisted the visual design of several playable monsters on this under-appreciated PS2 game.
- Visual Concepts** **Designer/Producer** August 1998 to Sept. 2001

The Floigan Bros. - Designed the game-play, and lead the small development team during the production of this innovative Dreamcast title. I'm particularly proud of the A.I. and the 3rd-person player-controlled camera. This work also included writing scripts in a proprietary scripting language.
- 7th Level** **Designer/Producer** March 1995 to Feb. 1998

Return to Krondor – I worked closely with the licensor, best-selling fantasy author Raymond E. Feist, on this enormous PC role-playing game based on his books. I oversaw game-design, story, dialog script-writing and recording and music production. I used a proprietary animation tool to animate nearly 500 pages of character dialog.
- Activision** **Interactive Script Consultant** March 1995

Muppet Treasure Island – I was hired for a two-week contract to organize the game's dialog script according to non-linear game-design methods. This work helped to illuminate gaps in the script that would have been very costly to re-record later.
- Viridis** **3d Artist / Game Design Lead** Oct.1994 to Feb. 1995

The Odyssey (working title) – I worked as a production artist to create destruction animations in 3dStudio for this DVD title set in ancient Greece.

Fire Wolves (working title) – I lead a game-design team consisting of a script-writer and two concept artists to create a complete game design for this 3DO project in just three months.

EDUCATION

- **BFA in DESIGN from UCLA's School of Fine Arts – 1985 to 1990.**
National Merit Scholarship. This degree covered graphic design, product design, textile design and ceramics. I also spent an extra two quarters to take the complete set of undergraduate animation classes at UCLA's film school. This education taught me how to focus my creativity in a useful and timely manner.
- **UCLA Extension: Comic Book Writing - 1996**
10 week course taken entirely for fun!
- **Toastmasters, Santa Monica Club 21 - 2005 to 2007.**
In order to improve my presentation skills, I joined one of the oldest active Toastmasters clubs in the LA area. I leveled up (gained my CTM) in 2007.

OTHER INTERESTS

- **Comic Books / Graphic Story-telling**
I have been keenly interested in comics books and graphic storytelling since I got my hands on my first **Pogo** book in the 1970's. While most of my weekly habit is a guilty pleasure of Superheroes and melodrama, there are books that still make me gasp in joy and amazement.
- **LARPs, RPGs, Board Games, Card Games, Dice Games**
Over the years, I have designed and created board games, card games, dice games and LARP's for friends and strangers. I find that many game ideas and mechanics can be created in physical media to be tested and iterated on. My game design ideas run from real-estate to flesh-eating river fish.
- **Enigma, UCLA's Science Fiction and Fantasy Club**
I have been a proud member of this organization since its very first meeting. As a member of this student and alumni club, I organized a full day of videogame industry programming for EnigmaConX in May of 2005, inviting a dozen industry veterans to talk to UCLA students and fans about various facets of our craft.
- **Book Arts**
The crowning achievement of my academic career was having two hand-bound books chosen for a year long show of Book Arts at the **Anchorage Museum of History and Art** in 1991. Long before I considered a career in interactive entertainment, I was working with different ways an audience could relate to story and content.

References available upon request.

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