

# Hannah L Ashford

www.hannahLashford.com

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2465 Shoreline Dr #105 Alameda, CA 94501

336.416.0260

hannahLashford@gmail.com

## Skills Summary

I am an experienced game, AR, and VR producer that thrives in the discovery process of building new products for emerging technology. Working in a creative agency, I fostered relationships with clients and strategic partners, pitched projects, defined project scope, budget and timelines, build project documentation - giving a detailed description of how a product functions and looks, and UI/UX design. I also generated competitive and market analysis documentation and facilitated the iterative design process providing product updates and live demos while protecting timelines and budgets.

Working with internal teams and outside vendors as a project manager, I guided and actively engaged in the creative design process to bring projects to life; I problem solved to clear production roadblocks and reallocate resources, managed teams using agile and lean methodology, tracked progress using a variety of project management tools - Asana, Trello, Shotgun, spreadsheets and google docs. Having now worked in XR for four years, I have the experience to anticipate production and development challenges and head them off before production slows.

Familiarity with Unity, Unreal, Adobe Illustrator, Blender, Canva, Maya, and Zbrush

## Experience

### **Krazy Big LLC**

### **Game Producer & Director**

**Sep 2020 - Present**

- Created and Designed a multiplayer scavenger game for the PS4 and Switch consoles
- Created game design document, pitch presentation, and visual look- book
- Successfully pitched the project to a publisher.
- Managing the iterative process of game development. Building and testing mechanics and level design with end-user play-ability and enjoyment in mind.
- Project managing
- Level Design
- UI/UX Design

*Producer & Project Manager: Creative agency building innovative products*

- Define project scope, budgets, and timelines with clients for white label VR/AR experiential marketing applications, games, and custom software.
- Manage the production process across all teams meeting milestones tracking progress using project management software like Asana and Trello.
- Maintain communication with key stakeholders, provide updates, product demos, and manage the iterative product design process facilitating changes while protecting budget and timeline integrity.
- Providing clear communication across all teams as projects evolve. Problem-solving with creative and technical teams, analyzing pipelines for efficiency.
- Building strategic partnerships and sourcing additional vendors.
- Manage rapid prototyping with time horizons between 6-14 weeks, budgets between \$5-48K, and teams between 3-13.

**Selected Projects**

- Developed interactive anatomy learning materials, a custom learning management system, and a farming simulation funded by an FDA grant: this was a \$250,000 project with a three-year timeline and a team of five.
- Designed and produced white label VR games, including a VR Pictionary equivalent, a surfing simulator, and a haunted house experience.
- Worked with university educators to design safety training for the construction industry, medical device training, surgical procedure training, and virtual physical therapy sessions.
- Produced an AR marketing application in 8 weeks for a manufacturer of aviation vehicles when the EU denied the importation of their product. The process involved Lidar scanning and building completely interactive models. The app featured scale vehicles with real-life functionality and a basic training simulation.

*Product Manager: Innovating and prototyping in XR*

- Defined requirements for a QR code-based AR platform for event management and experiential marketing. Technology innovations include: User-Driven QR code generation with reprogrammable content configuration and live geolocated tracking and mapping inside large event spaces.
  - Produced project plan, competitive analysis research, customer story generation, and pitch presentation
  - Worked with technical and design teams to implement a user-focused mobile application
  - UX/UI design for smartphones, Pico, and Magic Leap headsets

- Reality Port is a comprehensive and modular VR Experience Controller platform with an integrated content management controller. The platform offers different modules that interconnect to provide a custom content management portal to suit various business vertical needs. Module functions include Administrative tracking, in-experience testing and scoring, simultaneous experience launch capability across large numbers of headsets, Self-check-in and out functionality for groups with individual account scoring and game history, and headset management data.
  - Worked with clients and strategic partners to define a comprehensive Experience Controller and integrated LMS.
  - Prioritized the functionality roll-out tailored for distinct market testing. Live tests occurred in LBE for shared space shared experiences, non-profit educational programming, and corporate training.
  - Currently in use at the NC Zoological Park Expedition AfricaVR.

*Game Design: Led production and design for creative VR projects*

- Cyberthreat - launched on Steam in 2016.
  - Level designed a Sandbox FPS game.
  - \$35,000 total budget, 12-week development cycle, earned three times the investment.
  - Defined requirements with the dev team to create motion mechanics for the extremely motion-sensitive and managed QA testing.
  - Produced design documentation for a multi-player version for the location-based entertainment market.
  - Led the design process creating in-game innovations: executed one of the first Selfie Cams with recording and publishing functions and in-game point of sale merchandising.
- Sherlock VR: Scandal in Bohemia - in development
  - Created and designed a single-player action narrative with a focus on replayability. Produced game design documentation, level design documentation.
  - Interaction designer defined Nod mechanic for advancing narrative choices, Arm Cycling as a movement mechanic, and visual/auditory protocol designed to guide user attention in a 3D environment.
  - Adapted and modernized the story and wrote three individual character game scripts with looping narrative decision trees for each playable character.

**Eggroll Games**

**Producer and Game Designer**

**2010 - 2018**

- Conceptualized, designed, and produced the children's gaming title *Whose Toes are Those?* Released on iOS and Android with over 340,000 downloads to date.

- Manage the technical pre-production, production, and post-production processes; problem-solve with engineering, source talent, create design documents, produce visual look books, work with internal and external talent to create art assets.
- Released at least one game per quarter consecutively Q1 2014 - Q2 2016 during that time frame, annual revenue grew from \$250K to \$650K.
- Manage the build/release budgets and timelines to successfully meet milestones and launch mobile games on iOS and Android.
- Produce market analysis and project road maps for new product offerings examples: early reader ebooks, Alexa skills, and grade level suites of applications.
- Managed teams between 4-8 people.

### **Education**

Salem College, Winston-Salem, NC

Bachelor of Arts, English Literature Minor Studio Art

### **Other Experience**

University of North Carolina School of the Arts      Dance Costume Shop      Costumer  
 Camel City Screenwriters & North Carolina Screenwriters, member  
 New Ventures Challenge, Business Accelerator and pre-seed funding of 50K, May 2016

### **Speaking**

ECGC 2018, Speaker - Topic: Diversity in Technology & Entrepreneurship, April 2018  
 Triad Developer Conference, Speaker, March 2018  
 Tech Slam N Eggs, Live Demo of VR software application, March 2018  
 Winston-Salem Chamber of Commerce Tech Briefing 2016, Speaker, December 2016  
 Triad Startup Weekend Winston-Salem, Keynote address, November 2016  
 New Ventures Challenge 2016 Demo Day Pitch & Audience Favorite Startup Prize, August 2016