

Jake Asbell

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SUMMARY

Motivated and collaborative Associate Producer with a passion for video game design and development. Known for fostering clear communication, aligning cross-functional teams, and ensuring projects stay on schedule. Brings a strong understanding of the creative process and takes pride in creating structured, supportive environments where teams can focus on delivering engaging and high-quality game experiences.

SKILLS

- **Technical Skills:** Unity, C#, Trello, Git, Microsoft Excel & Word
- **Project & Team Skills:** Team Coordination, Rapid Learner, Deadline Management, Clear Communication

CURRENT GAME PROJECT

Mindshift Project

Jan. 2025 – Present

Level Designer

Remote

- Designed and implemented multiple puzzle-platforming levels in Unity, focusing on creative problem-solving, intuitive mechanics, and player discovery.
- Conducted interactive playtesting sessions and applied feedback to refine level layouts, and puzzle clarity.
- Collaborated with artists, programmers, and other designers to ensure level design aligns with our narrative and gameplay mechanics.

WORK EXPERIENCE

ArtCraft Entertainment

May 2021 – July 2021

QA Tester

Austin, TX

- Collaborated on the New Player Experience to identify and resolve critical blockers and major bugs, ensuring a smooth introduction to new players.
- Wrote detailed bug reports with clear, step-by-step instructions, along with screenshots and videos to help engineers easily reproduce and fix issues.
- Updated outdated test cases and created new ones for the revamped New Player Experience to reflect new features and ensure complete test coverage across the tutorial flow.

WhiteMoon Dreams

May 2024 – Aug. 2024

Design Intern

Remote

- Refreshed and expanded the competitive analysis for an unreleased game's investor pitch deck.
 - Researched multiple competitor games, collecting data on active player counts, units sold, key features, and user reviews to build a comprehensive market overview.
 - Created detailed SWOT analyses for each title, focusing on how our game could learn from competitors' weaknesses and missed opportunities.
- Organized all competitor game data into a visually intuitive chart for the investor pitch deck to communicate competitive insights.

EDUCATION

Austin Community College

August 2025

Associate of Applied Science, Game Design

Austin, TX