



Leon-Paul Lynn

NARRATIVE DESIGNER &
COPYWRITER

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Details

UK-based.

leonpaullynn.writing@gmail.com

Links

- [Online Portfolio](#)
- [LinkedIn Profile](#)

Technical Skills

- Narrative Design (linear & branching)
- Games Writing
- Script Writing
- Unity Engine
- Ink Narrative Scripting Language
- Twine
- Agile Game Development
- Jira & Atlassian Software
- SEO & ASO (Ahrefs)
- Blog & Long-form Content Writing
- Short-form Copywriting
- UX/UI Writing
- Subtitling & Captioning Editing
- CMS (Wordpress, Webflow, Substack)
- Adobe PhotoShop
- Microsoft Suite
- Google Suite
- Learning New Software

Soft Skills

- Creative Teamwork & Collaboration
- Organisation & Time Management
- Written Communication
- Public Speaking & Guest Lecturing
- Mentoring & Tutoring

Profile

Hey! I'm Leon, a Narrative Designer and Copywriter specialising in branching, emotional storytelling—with two released studio titles so far. My experience spans narrative design, games writing, copywriting, event speaking, teaching, community creation, and making AI safer for creatives. My goal is to push the boundaries of narrative, helping games and brands tell their stories in innovative, sincere ways.

Main Achievements

- Currently advising the University of Surrey on their new [Games Design Bsc](#)
- [Relatively large Youtubers](#) have played the original missions I wrote for *Gloomhaven Digital*, and I [held the physical PS4 release for it!](#)
- Word Tonic has been supporting writers around the world for almost 3 years!

Employment History Highlights (find the rest on LinkedIn)

Narrative Designer (Casual) - Kwalee Ltd. (07/2022–03/2024)

- Led narrative direction & ASO of [Dream Build Solitaire](#) explicitly, increasing retention & download rates
- Spearheaded narrative design and writing for a new branching-narrative Kwalee mobile IP based on a market gap, built using Ink
- Coordinated collaboration between code, art, sound, & marketing teams
- Supported narrative design and writing on a range of Kwalee and Tictales titles
- Took part in the [KAI AI optimisation initiative](#)
- Wrote for the company blog

Game Writer/Level Designer - Flaming Fowl Studios (08/2020–09/2021)

- Main writer for *Gloomhaven Digital*, including lore-consistent questlines and copy for 43 original quests
- Redesigned and transferred the existing 95 board game scenarios to fit the project using Unity and in-game level editor
- Collaborated with creative director, art and code
- Proofread and optimised scripts for localisation and voice work

Games, AI, & Tech Guy - Word Tonic Ltd. (11/2022–Present)

- Co-manage a global community for gen z copywriters, grown from ~100 to almost 3000 through organic & paid marketing
- Collaborate with brands like [Disney](#) and [Riot Games](#) for regular online seminars for members
- Give Writing Gaming classes, and host monthly classes on navigating the [AI & Writing](#) landscape as writing-focussed creative
- Run the Word Tonic Gaming server category to help people start in games writing
- Provide mentoring to members and tech/copy support to Word Tonic

Education

BA (Hons) English Literature and Creative Writing - UoS (2018–2022)

- Joint-highest first-class degree from the University of Surrey

Awards & Certifications

- **Special Commendation for Equality, Diversity and Inclusion** (University of Surrey, 2022)
- **Certified PAWS/PALS Mentor** (University of Surrey, 2021)
- **Online Disability Training** (AccessAble, 2017)

References

References are available upon request.