

Ed Gentry

Lead Narrative Designer | Story Writer for AAA & Immersive Games

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Professional Summary

Accomplished Narrative Designer and Story Lead with 10+ years of experience crafting compelling, emotionally resonant narratives for AAA, educational games, and interactive storytelling projects. Adept at world-building, branching dialogue systems, lore development, and integrating narrative seamlessly with gameplay. Proven track record of cross-functional collaboration, voice direction, cinematic scripting, and narrative team leadership. Comfortable working in diverse engines and pipelines in hybrid teams.

Professional Experience

Wargaming.net at DPS Games – Guildford, UK

Lead Narrative Designer (Hybrid) Oct 2019 – Present

- Spearheaded narrative development for *Steel Hunters*, a AAA sci-fi PvP hero shooter, defining tone, themes, characters, and world-building from pre-production through release as writing team lead.
- Created and maintained the game's Narrative Bible, style guide, and glossary, including overarching plot lines, quest designs, character bios and tonal guides, lore entries, and timeline of the world.
- Wrote and voice-directed 2,500+ lines of dialogue and barks across dozens of diverse characters, establishing distinct voices and emotionally resonant personalities.
- Co-wrote and directed in-game cinematics and trailers, including the official launch trailer, ensuring narrative cohesion across marketing and gameplay to attract and retain player interest.
- Designed serialized story arcs for Battle Pass and web content to support long-term player engagement and seasonal storytelling, leading player contribution contests for emotional investment.
- Collaborated with level designers, combat designers, and artists to embed narrative directly into mechanics, maps, missions, skin and item names, and player abilities to best represent the characters.
- Authored detailed Game Design Documents and story briefs to align narrative systems with gameplay mechanics, game engine pipelines and production milestones.

Wisdom Tools – Bloomington, Indiana

Lead Writer & Designer Apr 2011 – Apr 2015

- Developed original games with branching storylines and character arcs supporting educational goals.
- Collaborated with instructional designers to align narrative content with curriculum objectives.
- Designed and levels in Unity, ensuring consistency between story, setting, and interactivity.
- Led dialogue writing, character design, and UX/UI efforts in a variety of tools to improve learning outcomes and engagement.

Quest Atlantis (MMO)– Bloomington, Indiana

Lead Writer & Designer Sept 2007 – Apr 2011

- Authored dialogue and backstories for 300+ unique NPCs across a series of narrative-driven educational quests to engage 65,000 users (9-16 years old) across 5 continents in inquiry learning.
- Designed complex interactive systems using state machines and conditional logic to support branching narrative outcomes with dozens of possible outcomes in each conversation.
- Built immersive 3D environments in the Active Worlds engine, integrating spatial storytelling into level architecture while challenging players to explore the world but stay on task at the same time.
- Balanced tone and accessibility for diverse age groups and learning abilities and objectives while maintaining cohesive lore that kept players engaged and committed to social goods.

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Skills

Narrative & Writing

- Branching Dialogue & Interactive Conversations
- Lore Development & Worldbuilding
- Character Design & Voice Direction
- Cinematic Scripting & Storyboarding
- Episodic Content / Battle Pass Narratives

Tools & Technical

- Unreal Engine 5
- Unity
- Twine, Ink
- Jira
- Confluence
- Miro
- Proprietary dialogue tools
- Scripting with conditional logic & state machines

Collaboration & Other

- Cross-functional Team Leadership
- Narrative Documentation & Game Design Docs
- Agile Development Pipelines

Writing Credits

- *Neversfall* – Forgotten Realms: The Citadel of the Coast, 2007) – Novel
- “The Way” – Forgotten Realms (Wizards of the Coast, 2007) – Short Story
- “Freedom’s Promise” – *Realms of the Dragons II* (Wizards of the Coast, 2005) – Short Story
- “Loyalty Binds / Loyalty Blinds” – *Sidedown Monograph No. 1* (2006) – Short Story
- “Of Patrons and Purpose...” – *Goblin Tails* Anthology (Poison Clan Press, 2005) – Short Story
- “Fortune’s Folly,” *The Adventure Continues*, Goodman Games, October 2007 – a TTRPG Adventure

Professional Activity and Training

- Advisory Board Member, Creative Writing BFA and MFA, 2011-2014
Full Sail University, Winter Park, Florida
Reviewed and advised on curriculum plans and textbooks to meet modern industry standards
- Completed the Mastered Skills Bootcamp in Games Industry Communication and PR Skills
Media Training and Public Speaking in order to represent a product in interviews and public events

Education

Indiana University – Bloomington

Major in Sociology, Minor in English