

# Hailey Betts

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## Skills

- ❖ **Essential skills:**
  - Storytelling, Written Communication, Team Work, Problem Solving, Adaptability, Cross-team Collaboration
- ❖ **Technical Skills:**
  - Digital Design and Multimedia Production, Web Content Creation, Scriptwriting, Coding (HTML, CSS)
- ❖ **Design Tools:**
  - Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Media Encoder, Fresco), Autodesk Maya, Figma, Canva, Twine, Sublime Text, Google Suite (Docs, Slides, Sheets), Microsoft Office (Word, PowerPoint, Excel)

## Projects

Fireflies – Multi-platform Writer – January - May 2026 – <https://dtc-wsuv.org/projects/fireflies>

A vertical slice of a 3D stealth puzzle-action adventure game set within a single section of a whimsical, dark cavern environment where light is both a tool and a risk.

- Worked with the Game Development, Motion Graphics, and the Social Media teams
- Wrote the game's plot and lore
- Participated in developing character profiles
- Helped to design the social media personas
- Wrote the content postings for LinkedIn, and collaborated with team members on cross posting for other social media channels
- Established tone and voice for the LinkedIn profiles for Fireflies and the DTC department

Adventure Awaits – Narrative Writer – April 2024 – <https://haileyb4.itch.io/adventure-awaits>

An interactive story of a girl who can't remember her past but is thankfully not alone.

- Planned out various paths for the purpose of having a multilinear story
- Creatively utilized Twine as the platform to organize and author a multilinear story
- Play-tested all path options to ensure story consistency, internal logic, and professional quality

The Journey Home – Narrative Writer and Illustrator – March 2024 –

<https://www.figma.com/deck/1c1zYbnmMogGzWJ3YVZfNL>

A story of how two kittens found their forever home.

- Digitally illustrated all the backgrounds for the story using Adobe Fresco
- Wrote the narrative in a streamlined format that is emotionally entertaining and compelling to read through
- Designed the characters based on real people and animals

## Education

Washington State University Vancouver, May 2026

Bachelor of Arts in Digital Technology & Culture (DTC)