

YEN CHUN LIN

Game Designer | Technical Designer

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PROFILE

MA Games Design graduate (UAL) with over 10 years of experience in interactive systems and user-centric design. Specialized in gameplay mechanics, system balancing, and rapid prototyping using Unity and C#. Successfully developed and exhibited original IP at UK Games Expo and SPIEL Essen, demonstrating full-cycle production capability from concept to delivery. Combines strong UX logic with narrative immersion to create engaging player experiences.

- Visa Status: Current UK Resident (Skilled Worker Visa). Eligible for sponsorship transfer.

TECHNICAL SKILLS

- **Game Design:** Mechanics Design, System Balancing, Rapid Prototyping, Level Design, Player Psychology, Design Documentation (Rules & Mechanics).
- **Engines & Scripting:** Unity (C#, Shader Graph Concepts), Unreal Engine (Blueprints), Visual Scripting, Version Control (Git/Perforce).
- **Design Tools:** Figma (UI/UX Flows), Adobe Creative Suite (Photoshop, Illustrator, XD), Clip Studio Paint.
- **Web & Code:** HTML/CSS, JavaScript, Python (Basic Automation).

PROFESSIONAL EXPERIENCE

Independent Game Designer & Producer

Remote / Taiwan Feb 2021 – Feb 2024

- End-to-End Game Production: Led the design and production of an original tabletop IP, managing core mechanics, rule balancing, and visual assets integration.
- International Exhibition Management: Successfully launched the product at UK Games Expo 2024 and SPIEL Essen 2024-2025, managing logistics, booth design, and player engagement strategies.
- Rapid Prototyping: Developed digital prototypes using Unity and C#, focusing on verifying gameplay loops and system logic during the pre-production phase.
- Community Event Organization: Orchestrated a large-scale gaming event in Pingtung (2023), designing activity loops and coordinating local community engagement.

Digital Marketing Executive | QC Law Ltd.,

UK Feb 2024 – Present

- Role Overview: Maintained UK professional status while focusing on independent game development and advanced technical skill acquisition (Shader Graph/VFX).
- Digital Assets: Managed basic digital content pipelines and asset organization for web platforms.

Founder & Lead Product Designer

Flydesign Studio, Remote Sep 2009 – Aug 2019

- Gamification & Interactive Design: Directed 30+ projects focusing on interactive web experiences and gamified microsites for clients including the Ministry of Culture Taiwan.
- System & UX Design: Designed scalable UI/UX systems and logic flows for user dashboards, improving user retention and engagement performance by up to 30%.
- Cross-Functional Leadership: Managed remote teams of developers and artists, bridging the gap between creative vision and technical constraints.

EDUCATION

MA Games Design | University of the Arts London (LCC) | 2019 – 2021

- Graduated with Merit. Focus on narrative mechanics and system design.

BSc Industrial Design | Tatung University, Taiwan | 2004 – 2008

- Focus on product logic and user ergonomics.

AWARDS & ENGAGEMENTS

- Certifications: Technical Artist & 2D Game Artist (ELVTR, 2025) – Completed with Distinction.
- Guest Speaker: Tainan University of Technology (2022) – Topic: Game Development Pipelines and Creative Careers.