

YEN CHUN LIN (Yen)

GAME DESIGNER & DESIGN LEAD

Board / Digital Games · UI/UX · Web & Graphic · Team Direction

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Current UK Visa Holder
Taiwan Passport – Visa-free
access to 140+ countries

<https://www.yen-art.com/>



PROFILE

My background in digital marketing and interactive design has shaped the way I approach systems and player journeys. Now, I'm fully transitioning into game design—merging UX insight with immersive mechanics to craft smarter, more intentional play. This shift isn't a restart; it's a convergence of disciplines forged through years of real-world execution. I'm now ready to bring this momentum into a studio environment where systems, narrative, and interaction intersect.

EXPERIENCE

Digital Marketing Executive – QC Law Ltd. (2024–Present)

Assisting with digital marketing strategy for EU and Asia audiences.

Founder / Lead Visual Designer – Flydesign Studio (2009 – 2019 Remote)

Since 2009, I have led **Flydesign**, a self-founded design studio through which I've collaborated with over 20 companies across web, branding, and game-related projects. Acting as lead designer and consultant, I helped clients increase digital visibility, user engagement, and sales performance by up to 30%. My role often extended beyond execution to creative direction and strategic coordination. Notable collaborations include Wewanted, Bio-architecture Formosana, and the Ministry of Culture Taiwan.

EDUCATION

MA Games Design - University of the Arts London (London College of Communication) Graduated with Merit | 2019 – 2021

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

CERTIFICATIONS & MEMBERSHIPS

Technical Artist - ELVTR (2025) Certificate of Completion with Distinction

2D Game Artist - ELVTR (2025) Certificate of Completion with Distinction

Graphic Media Design - London College of Communication, UAL (2018)

User Experience (UX) Design - Camberwell, Chelsea, Wimbledon Colleges, UAL (2018)

100 Drawing Projects - Central Saint Martins, UAL (2018)

GAME INDUSTRY INVOLVEMENT & PUBLIC ENGAGEMENTS

Exhibitor – UK Games Expo, Birmingham, UK (2024)

Independent board game showcased at the largest tabletop convention in the UK.

Exhibitor – SPIEL Essen, Essen, Germany (2024)

Participated with original board game at one of the world's largest game conventions.

Organizer – Gaming Activity in Kanding Village, Pingtung, Taiwan (2023)

Contributed to the design and execution of a community-focused gaming event.

Guest Speaker – Department of Comic Art, Tainan University of Technology (2022)

Invited to speak on personal experience in game development and creative pipeline.

CORE STRENGTHS

- Strong communicator across interdisciplinary teams
- Fast learner with high adaptability in fast-paced pipelines
- Creative problem-solver with system-level thinking
- Highly collaborative and team-oriented
- Goal-driven with a focus on pipeline clarity and execution

TOOLS & SOFTWARE

CODE / SCRIPTING

C#, Python, HTML/CSS, JavaScript

ENGINE & DEV TOOLS

Unity, Unreal Engine

DESIGN SOFTWARE

Figma, Clip Studio Paint
Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects, InDesign)

LANGUAGES

Chinese: Native

English: Fluent / Professional Proficiency

Japanese: Basic (reading/conversational)