YEN CHUN LIN

2D Game Artist | UI Illustrator

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PROFILE

Versatile 2D Artist and UI Illustrator with over 10 years of experience creating game-ready assets and scalable user interfaces. Specialized in stylized and commercial aesthetics, ranging from graphic design to functional UI components. Expert in asset optimization and integration within Unity, utilizing a hybrid workflow of hand-drawn and technical animation techniques. Proven ability to deliver production-ready visual designs and print assets for international exhibitions (UK Games Expo).

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

TECHNICAL SKILLS

- **2D Art & Illustration:** Iconography, Vector Art, Concept Art, Logo Design, Storyboarding, Print Design.
- **UI Art Pipeline:** UI Asset Creation, Sprite Sheets, Scalable UI Assets (9-Slice logic), Icon Sets, Layout Design.
- **Software:** Clip Studio Paint, Adobe Photoshop, Illustrator, Figma, Unity (2D Animation: Cutout & Frame-by-Frame).
- **Style Adaptability:** Stylized / Anime / Vector / Minimalist.

PROFESSIONAL EXPERIENCE

Independent Lead Designer *Remote / Taiwan Feb 2021 – Feb 2024*
- Art Direction & Visual Design: Directed the visual identity of an original tabletop IP, designing the logo, packaging, card layouts, and rulebook typography to ensure a cohesive market presence.
- UI/UX Asset Creation: Designed and exported game-ready UI elements (buttons, panels, HUDs) for digital prototypes, optimizing Sprite Sheets for Unity implementation.
- Hybrid 2D Animation: Produced dynamic game animations using a combination of hierarchical keyframing for character movements and frame-by-frame techniques for VFX and fluid details.
- Marketing Art: Produced high-quality promotional illustrations and booth visuals for UK Games Expo 2024 and SPIEL Essen, directly contributing to brand recognition.

Digital Marketing Executive | *QC Law Ltd.,* *UK Feb 2024 – Present*
- Role Overview: Maintained UK professional status while developing a portfolio of game-ready assets and UI kits.
- Visual Content Creation: Produced marketing web and graphic assets for digital campaigns across EU markets.

Founder & Lead Visual Designer *Flydesign Studio, Remote Sep 2009 – Aug 2019*
- Visual Design & Branding: Delivered high-quality design and visual assets for 30+ clients, adapting styles to match specific brand narratives and target audiences.
- UI & Web Graphics: Created extensive UI asset libraries and icon sets for gamified websites and apps, ensuring pixel-perfect clarity on mobile screens.
- Client Collaboration: Translated abstract client concepts into concrete visual deliverables, managing the feedback loop to ensure 100% client satisfaction.

EDUCATION

MA Games Design | *University of the Arts London (LCC)* | *2019 – 2021*
- Graduated with Merit. Focus on visual storytelling and world-building.

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

AWARDS & ENGAGEMENTS

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