YEN CHUN LIN

UI/UX Designer | Product Designer

London, UK | +44 7743 013 477 | arklantis@hotmail.com

Portfolio: www.yen-art.com | LinkedIn: https://www.linkedin.com/in/ual-yen/

PROFILE

UI/UX Designer with over 10 years of experience crafting user-centric digital products and game interfaces. Specialized in translating complex requirements into intuitive design systems, wireframes, and high-fidelity prototypes. Expert in bridging the gap between visual aesthetics and functional usability across web, mobile, and interactive platforms. Proven ability to manage end-to-end design lifecycles for international product launches.

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

TECHNICAL SKILLS

- **UX Design:** User Flows, Wireframing, Information Architecture, Prototyping, Usability Testing, Persona Development.
- **UI Design:** Design Systems, Responsive Web Design (RWD), High-Fidelity Mockups, Typography, Accessibility Standards (WCAG).
- **Tools:** Figma (Auto Layout, Components), Adobe XD, Photoshop, Illustrator, HTML/CSS.
- **Game UX:** HUD Design, Menu Flow, Player Onboarding, Rulebook Layout (Information Design).

PROFESSIONAL EXPERIENCE

Independent Product Designer (UX/UI) & Producer   *Remote / Taiwan Feb 2021 – Feb 2024*

- End-to-End Product Design: Led the UX/UI development for an original tabletop IP, converting complex game mechanics into an intuitive rulebook layout to minimize player cognitive load.
- Design System Creation: Established a cohesive visual language and component library (icons, typography, color palette) for both physical assets and digital companion app prototypes.
- Prototyping & Testing: Conducted playtesting sessions to iterate on interface layouts and card readability, improving user comprehension and engagement metrics.
- Digital Presence: Designed and launched the product landing page and digital marketing assets, ensuring a consistent user journey from discovery to purchase.

Digital Marketing Executive | *QC Law Ltd.,*   *UK Feb 2024 – Present*

- Role Overview: Maintained UK professional status while building a dedicated UI/UX portfolio and upskilling in Figma advanced prototyping.
- Web User Experience: Analyzed user behavior on digital platforms to optimize landing page layouts and improve conversion rates for EU markets

Founder & Lead UI/Web Designer   *Flydesign Studio, Remote Sep 2009 – Aug 2019*

- Web & UI Design Leadership: Delivered 30+ responsive website and app design projects, overseeing the full lifecycle from user research to visual handover.
- Client Requirements Analysis: Collaborated with clients to define user needs and business goals, translating abstract concepts into functional wireframes and site maps.
- Front-End Collaboration: Worked closely with developers to ensure design feasibility, providing detailed specs and assets for pixel-perfect implementation (HTML/CSS standards).

EDUCATION

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

- Graduated with Merit. Focus on player experience design and narrative systems.

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

- Focus on ergonomics, human-computer interaction (HCI), and product logic.

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.