

# YEN CHUN LIN (Yen)

UI/UX DESIGNER · INTERACTIVE & GAME INTERFACE

Interaction · Web/App · Gamified Design

## EXPERIENCE

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

Assisting with digital marketing strategy for EU and Asia audiences.

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

Founded and ran a remote studio serving 30+ clients across web, app, and brand design. Delivered end-to-end solutions spanning identity systems, UI libraries, and responsive layouts for various industries.

Led UX-focused projects including marketing websites, user dashboards, and gamified microsites. Responsible for wireframing, interaction design, visual system building, and ongoing iteration based on client feedback and product goals.

This role combined cross-disciplinary coordination with hands-on design execution—balancing usability, scalability, and aesthetics across platforms and teams.

## 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

### **2D Game Artist**

ELVTR (2025) Certificate of Completion with Distinction

### **Technical 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.

## PROFILE

With a background in interactive design and digital platforms, I specialize in crafting intuitive and visually coherent user experiences across games and products. My workflow blends UX systems thinking with interface aesthetics—ranging from web/app design to in-game HUDs and interactive menus.


I'm particularly interested in how design logic supports usability, immersion, and feedback across platforms, and seek to contribute to cross-functional teams building thoughtful, adaptive interfaces.

## PERSONAL INFORMATION

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

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

## TOOLS & SOFTWARE

- **UX & INTERACTION**  
**Figma, Adobe XD, Photoshop**
- **PROTOTYPING**  
**HTML/CSS**, JavaScript, JQuery  
Unity / Unreal Engine
- **GRAPHIC & VISUAL**  
**Adobe Creative Suite** (Photoshop, Illustrator, After Effects, InDesign),  
Clip Studio Paint

## CORE STRENGTHS

- Designs based on real user needs and behavior
- Clear understanding of mobile-first and responsive principles
- Strong visual hierarchy and interface consistency
- Collaborative across design/dev/product teams
- Iterative and feedback-driven approach
- Designs both product UI and in-game interfaces with attention to usability and narrative immersion

## LANGUAGES

- Chinese: Native
- English: Fluent / Professional Proficiency
- Japanese: Basic (reading/conversational)