


KELLY LIN

GRAPHIC DESIGNER

PROFILE

A devoted and detail-oriented UX and graphic designer with 3 years of professional experience designing graphics for branding and in-game art assets for various game genres and brands individually and collaboratively. Passionate and have proven experience blending innovative elements from various fields to craft unique visual experiences. Capable of independently designing, implementing and iterating graphic design.


CONTACT

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PORTFOLIO

 <https://www.kellylindesign.com/art-work>

 <https://kelly-lin.itch.io/>

SUMMARY OF QUALIFICATIONS

- Created graphic designs and art assets for 6 games on Itch.io, iterated based on feedback, and showcased 3 games at events, resulting in a notable 96% positive review rate.
- Collaborated with the marketing team to create distinctive, engaging, high-quality, and consistent multimedia promotional assets, including game and studio logos, game covers, posters, web banners, social media content, and game trailers for branding and marketing purposes across PC, mobile, VR and board games.
- Designed merchandise fits into the marketing strategy for 3 games, including cloth graphic design, printing posters, banners, and instructions, in-game merchandise and business cards.
- Produced 2D/3D art assets, including icons, characters, environment arts and animations in different art styles for 8 games using Adobe Photoshop, ZBrush, 3dsMax, and Maya, with excellent illustration and drawing skills.
- Acquired expertise in art and design principles through courses such as typography, color theory, and layouts, and applied them to design graphics for marketing and branding in 6 projects using Adobe Creative Cloud and Figma.
- Excellent and experienced in providing clear written, visual, and verbal communication to effectively present and make pitches to partners and the public.
- Keep staying updated with industry trends and memes, and incorporate fresh and innovative designs for social media promotion and marketing.
- Strong organization skills, proven by working closely with project managers, prioritizing tasks based on time and scope by using Jira, and completing 5 game projects promptly.

WORK EXPERIENCE

UX Designer | Graphic Designer – Mystic Minds September 2023 – Present

3D Casual Farming Game: Tiny Terra

- Collaborated with the marketing team to produce engaging, high-quality promotional assets, including game and studio logos, covers, posters, and web banners, ultimately increasing the game and studio brand exposure.
- Designed branded merchandise, including covering cloth graphics, printed posters, banners, instructions, in-game items merchandise and business cards, resulting in a significant surge in popularity at events.
- Collaborated with the art team to establish the style guide and artistic direction, ensuring visual consistency with the user experience.

UX Designer | Graphic Designer – Mystic Minds June 2023 – September 2023

VR Game: VR Zen Garden Simulator

- Designed and implemented UI elements to ensure they are visually appealing, readable, and aligned with the game theme, enhancing immersion and user experience.
- designed and created game covers, trailers to promote the game in the Oculus shop and events, and also designed in-game and printed instruction images to create an easy-to-understand experience for all players.
- Successfully pitched and delivered the game to clients and showcased the game to the public at the Canadian National Exhibition and Nuit Blanche Toronto, resulting in a 98% positive feedback rate from attendees of all ages, including individuals with disabilities.

TECH PROFICIENCIES

Adobe Creative Cloud

Figma

Final Cut Pro

Unity

C#

Jira

Microsoft and Google suites

ZBrush

Autodesk 3ds Max

Maya

EDUCATION

Advanced Diploma in Game Development

September 2021 – December 2023
Centennial College, Toronto, ON

Master of Science with Distinction in International Business

September 2020 – August 2021
Queen Mary University of London,
United Kingdom

Bachelor of Economics in Finance

September 2016 – July 2020
Guangdong University of Finance and
Economics, China

LANGUAGES

English - Full professional proficiency

Chinese - Native proficiency

SELECTED TEAM PROJECT EXPERIENCE

Graphic Design | UI Art | Animation

December 2023

Party Game: Moneytastic Contest (4-day game jam)

- Designed the game cover and UI art, garnering the most positive feedback from players for engaging and visually appealing designs.
- Adjusted graphic design by coding to optimize layout, colors, and animation effects to develop and fine-tune visual design.

Graphic Design | UX Design | Coding

February 2023 – April 2023

Turn-based stealth puzzle game: The Last Mission

- Utilized the artist's assets to design the game's horror-themed main menu, evoking player curiosity and guiding the emotional experience.
- Designed and implemented guidance for puzzle mechanics, providing intuitive visual instructions to help players understand the gameplay and rules easily.
- Participated in graphic design testing, collected feedback, identified issues, and prioritized solutions, ensuring design problems were addressed promptly.

2D Art | Game Design | Coding

Nov 2022

Hyper-casual: To the sky

- Conducted research on successful hyper-casual games in the market to ensure that the game's environmental art aligns with current trends while maintaining originality and uniqueness.
- Optimized art assets to ensure smooth performance, particularly on mobile devices.
- Improved the background art by adding animation and details to enhance its vividness and appeal.
- Developed art assets and game covers for different gaming websites swiftly within a two-week timeframe and won the 'Most Popular Original Art' award (compared to 4 other games).

Lead Art | Graphic Design

January 2022 - April 2022

Bullet Hell Game: Fort Snow

- Designed, created, and animated characters, environment art, and assets for the entire game, achieving a 90% approval rating for visual appeal during the event.
- Developed a comprehensive style guide and mood board to help the team understand and align with the game's theme.
- Designed game covers for various platforms and created promotional posters to attract a larger audience to play our game at the event.

INDIVIDUAL PROJECTS

Strategy Board Game: Hungry Empire

January 2022 – March 2022

- Designed and created board game cards using Adobe CS to ensure visually appealing layouts, patterns, colors, and thematic alignment, while prioritizing readability for players.
- Conducted graphic optimizations based on user feedback, successfully enhancing the quality and user experience of the board game.

2D Runner: Chicken Run

January 2022– February 2022

DND RPG Adventure: Reborn

October 2021 – December 2021

OTHER WORK EXPERIENCE

International Transaction Intern

July 2019 - August 2019

Marketing Intern

January 2019 - February 2019

Equity Research Analyst Intern

July 2018 – August 2018