KELLY LIN

UI/UX DESIGNER

PROFILE

A devoted UI/UX designer with 3 years of professional experience creating UI/UX for various game genres individually and collaboratively. Passionate and have proven experience blending innovative elements from various fields to craft unique player experiences. Capable of independently designing, implementing and iterating UI/UX design.

CONTACT

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in www.linkedin.com/in/kelly-lin-ql

PORTFOLIO

🌐 https://www.kellylindesign.com/uxui-design

🎮 https://kelly-lin.itch.io/

SUMMARY OF QUALIFICATIONS

- Created UI/UX design for 3 games published on Itch.io and showcased 2 games at events, resulting in a notable 96% positive review rate.
- Possess expertise in UI principles acquired through UI courses and utilized to design UI/UX for 6 projects by using Figma and Adobe Creative Cloud.
- Demonstrated proficiency in utilizing Unity to implement fully functional and visually polished UI, game mechanics, level editing, QA testing, and bug fixing across 9 projects using scripts and the editor.
- Proficient in Unity and VR game development, adept at addressing graphics optimization and engine constraints challenges, achieving favorable outcomes through creative problem-solving.
- Exceptionally skilled in providing clear written, visual, and verbal communication to effectively convey design objectives to technical and non-technical people.
- 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.
- Produced 2D/3D art assets for 7 games using Adobe Photoshop, Zbrush, 3dsMax, and Maya, with excellent illustration and drawing skills.
- Designed and worked on UI/UX projects for various platforms, including 4 for PC, 1 for mobile, and 1 for VR.
- Experience in Agile methodologies, demonstrated through hands-on experience leading 2 UI/UX projects utilizing a User-Centered Design process, incorporating user interviews and playtest feedback for iterative UI/UX design refinement.

WORK EXPERIENCE

UI Designer | Graphic Designer – Mystic Minds   September 2023 – Present
3D Casual Farming Game: Tiny Terra
- Designed UI elements for planting, harvesting, resource management, purchasing items, and other in-game functionalities using Figma and Photoshop. Received an impressive 96% positive rating from players for its ease of interaction, consistency with the game theme, and visual clarity.
- Utilized Photoshop to craft visually captivating icons and buttons to engage players and boost interaction frequency with specific game features.
- Designed and defined page structures, layouts, element styles, and user flows, gradually refining and validating design concepts through wireframes of varying fidelities.
- Collaborated with the art team to define the mood board and artistic style, ensuring visual consistency with the game's user experience.

UI Designer | Graphic Designer – Mystic Minds   June 2023 – September 2023
VR Game: VR Zen Garden Simulator
- Designed UI panels and elements, ensuring they are always visible and controller-friendly while utilizing sound and vibration to enhance immersive user experience.
- Adjusted UI to accommodate various resolutions and display technologies of VR devices, ensuring optimal performance.
- Successfully delivered the game to clients and showcased the game to a diverse audience 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

Unity

Visual Studio

Jira

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

UI/UX Design | Game Design | Coding   **December 2023**
Party Game: Moneytastic Contest (4-day game jam)
- Designed the UI interface for the game, including main screens, timers, countdowns, and other UI components, receiving positive feedback from players for providing engaging and visually appealing designs.
- Adjusted UI/UX design parameters by coding to optimize layout, colors, and animation effects to develop and fine-tune UI interfaces, successfully enhancing user experience.

UI/UX Design | Game Design | Coding   **February 2023 – April 2023**
Turn-based stealth puzzle game: The Last Mission
- Designed navigation pathways within UI that accommodate different user behaviors and preferences, including offering multiple access points to key features and providing shortcuts for power users.
- Implemented and adjusted the game's UI/UX design elements using scripts and the Unity editor.
- Participated in UI/UX testing, observed player behavior, collected feedback, identified issues, and prioritized solutions in Jira, ensuring UI/UX problems were addressed promptly.
- Utilized artistic assets from the artist to design the game's horror-themed main menu, evoking player curiosity and guiding the emotional experience.
- Designed guidance for puzzle mechanics, offering intuitive visual instructions to help players easily understand the gameplay and rules.

2D Art | Game Design | Coding   **Nov 2022**
Hyper-casual: To the sky
- Conducted research on successful hyper-casual games in the market, ensuring that the game's environmental art aligns with market 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 swiftly within a two-week timeframe and won the 'Most Popular Original Art' award (compared to 4 other games)

PERSONAL PROJECTS

Strategy Board Game: Hungry Empire   **January 2022 – March 2022**
- Translated the theme and style of the game into unique and appealing card designs involved determining the layout, formatting, patterns, images, and colors for optimal clarity, readability, and aesthetics.
- Conducted graphic and UX 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**