


KELLY LIN

GAME DESIGNER

PROFILE

A devoted game designer with 3 years of professional experience creating individual and collaborative games for various genres. Passionate and have proven experience blending innovative elements from various fields to craft unique player experiences. Capable of independently designing, balancing, and implementing mechanics and levels.

CONTACT

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PORTFOLIO

 <https://www.kellylindesign.com/>

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

SUMMARY OF QUALIFICATIONS

- Shipped 7 games in Itch.io and showcased 3 games at events, receiving a remarkable 96% positive review rate.
- Possess a Game Development degree and deeply understand game design theory and practical applications through coursework.
- Worked in Agile environment, efficiently managed time, resources and scope by Jira, resulting in the successful completion of 5 game projects within tight deadlines.
- Exceptionally skilled in providing clear written, visual, and verbal communication to effectively convey design objectives to technical and non-technical people.
- Have a background in collaborating with Programming, Art, Data and other development teams, involving information gathering, analysis, and providing feedback to these teams in 3 projects, resulting in positive outcomes.
- Professionally trained in F2P virtual goods and game monetization design and experienced in crafting diverse game mechanics, rewards, competition elements, and monetization using 4Cs principle.
- Demonstrated proficiency in utilizing Unity to implement mechanics, white boxing, level editing, animation, physics, QA testing, and bug fixing across 10 projects using scripts and the editor.
- Possess relevant skills and experience applicable to live service, including performing version updates and maintenance, designing scalable game systems, and implementing data-driven design to optimize gameplay for 2 game titles.
- Designed and managed 6 comprehensive and high-quality Game Design Documents throughout the project life cycle, including game systems, features, content and interactive elements.
- Proven ability to analyze and optimize game parameters, elements, and systems while ensuring harmonious relationships between different elements for improved game balance across 5 games.

WORK EXPERIENCE

Game Designer | Producer – Mystic Minds September 2023 – Present 3D Casual Farming Game: Tiny Terra

- Designed and optimized the mechanics, goal and reward systems using principles of player psychology, improving player retention and satisfaction.
- Developed intuitive and user-friendly controls, and designed dynamic, comfortable cameras with multiple angles and distances to meet diverse player needs.
- Supervised and coordinated the work of multiple creative departments, ensuring that each department's work aligned with the game's overall vision and met high standards of quality, which enhanced leadership and quality control capabilities.

Game Designer – Mystic Minds June 2023 – September 2023 VR Game: VR Zen Garden Simulator

- Led 3 rounds of playtesting with groups of different ages, addressing identified issues and achieving high satisfaction from most players. Utilized analytical skills to interpret player feedback and make data-informed decisions.
- 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

Unity

Visual Studio

Jira

Google Docs/Sheet /Slides

Miro

Adobe Photoshop

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

Game Design | Narrative Design | Coding

February 2023 – Present

Turn-based stealth puzzle game: The Last Mission

- Utilized adaptive design strategies and data-driven decision-making, leveraging player performance data to iteratively adjust game difficulty and elements, enhancing player engagement and satisfaction.
- Communicated complex game mechanics and ideas effectively and concisely, such as enemy AI system design and puzzle mechanics, through various mediums, including meetings, text, graphical diagrams, and GIFs.
- Actively contributed to the entire development lifecycle, from initial design to final adjustments and implementation.
- Led game design efforts, providing critical direction and multiple proposals to guide teams effectively.
- Effectively collaborated with the project manager in Jira to establish epics and tasks, track tasks and strategically assign tasks to team members based on their capabilities and resources.

Game Design | Art | Coding

November 2022

Hyper-casual: To the sky

- Designed simple and intuitive game mechanics, immediate feedback and rewards, short gameplay sessions, and integrated advertising and payment methods, gaining experience applicable to designing F2P games.
- Coordinated efforts across departments to achieve design objectives and offered feasible modification suggestions implemented in the game.
- Completed the game in a 2-week tight timeline.

INDIVIDUAL PROJECTS

Strategy Board Game: Hungry Empire

January 2022 – March 2022

- Implemented Variable Schedule Reinforcement for game rewards such as random events, ingredient farms, secret recipes, and a progression system, which enhanced player engagement.
- Designed an economic currency system to encourage players to spend their in-game currency, enhancing their game motivation and engagement.
- Created and implemented complex game systems, ensuring they dynamically adapt to various player strategies and paths throughout the gaming experience.
- Collected player feedback and analyzed insights to identify game issues and improve game quality through adjustments in currency amounts, map size, and event trigger conditions, showcasing creative problem-solving abilities.

2D Runner: Chicken Run

January 2022– February 2022

DND RPG Adventure: Reborn

October 2021 – December 2021

- Utilized the 4Cs theory to design an easily accessible reward system for players, featuring customizable rewards, diverse incentives, and competitive elements, resulting in heightened player engagement and satisfaction.
- Used various tools, such as structure lists, adjacency matrices, nested Venn diagrams, and Parti diagrams, to assist in designing and balancing game systems, which is applicable to digital game design.

OTHER WORK EXPERIENCE

International Transaction Intern

July 2019 - August 2019

Marketing Intern

January 2019 - February 2019

Equity Research Analyst Intern

July 2018 – August 2018