Kelly Lin

Game Designer

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Portfolio:
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EXPERIENCE

Mystic Minds Game Studio, Toronto — *Game Designer*

FEB 2024 - PRESENT

- Designed and maintained GDD, wireframes and flow diagrams, spreadsheets, mockups and designed specs to reflect evolving design and production needs.
- Develop and iterate core gameplay systems, including farming, quests, economy, progression, reward, achievement, unlocks and crafting, which successfully supported both player motivation and the overarching narrative arc.
- Conducted and implemented research findings for improvements on third-person 3Cs (Character, Controls, Camera).
- Created and imported 3D assets into puzzle gameplay using Unity and Maya, and implemented interactive level elements through scripting to support dynamic player experiences.
- Developed narrative structures and embedded environmental storytelling directly into core gameplay systems.
- Collaborate with Programming, UX/UI, Art, and other creative teams to communicate clear feedback and guide implementation checkpoints to ensure design consistency and production efficiency.

Centennial College, Toronto — *Game Designer*

APR 2023 - SEP 2023

- Designed and developed customized features with emotional hooks that successfully drove player retention.
- Designed and implemented real-time visual, audio, and haptic feedback for actions, which successfully reinforced physicality without overwhelming players, especially VR newcomers.
- Designed accessible gameplay features, including height-adjusted interactions, Stationary Mode for limited mobility, and intuitive tutorials, enabling players of all ages and abilities to quickly learn the game.
- Used Unity and scripting tools for debugging interactions and implementing gameplay content.
- Collaborated with the engineer team to solve and maintain consistent performance, including graphic resolution adjustment, antialiasing optimization, motion sickness prevention and visual stability.
- Led playtesting with groups of different ages, addressing identified issues

TECH PROFICIENCIES

Unity (2D/3D/VR)

C# / Visual Studio

Git

Google Workspace (Docs, Sheets, Slides)

Adobe Creative Cloud

Miro

Machinations

Figma

Maya

JIRA / Confluence

and achieving high satisfaction from most players. Leveraged data (in collaboration with researcher teams) to refine and optimize engagement strategies.

PROJECTS

The Last Mission — *2D Stealth Game*

- Utilized adaptive design strategies and data-driven decision-making, leveraging player performance data to iteratively adjust game difficulty for player actions, trap mechanics, and object interactions, which successfully enhanced player engagement and satisfaction.
- Defined enemy AI patterns, vision logic, and player-counterplay opportunities, and communicated to stakeholders and product leads effectively and concisely.
- Designed and balanced engaging levels with compelling puzzles, challenges, enemy encounters, and simple controls, creating exciting and well-paced "wow moments" for non-puzzle and puzzle players.
- Structured level progression and pacing across 3 escalating narrative stages.
- Used Confluence and Jira to manage design pipelines in agile environments, ensuring alignment on scope, deadlines, priorities, and collaborative workflows.

Hungry Empire — *Strategy Game*

- Utilized the 4Cs theory to design an easily accessible reward system for players, featuring customizable rewards, diverse incentives, and competitive elements.
- Collected player feedback and analyzed insights to identify game issues and improve game quality through adjustments in the economy system, level design, and event trigger conditions.

EDUCATION

Centennial College, Toronto — *Advanced Diploma in Game Development*

SEP 2021 - DEC 2023

Queen Mary University of London, UK — *Master of Science in International Business*

SEP 2020 - AUG 2021

Guangdong University of Finance & Economics, China — *Bachelor of Economics in Finance*

SEP 2016 - Jul 2020