Aris Lyu

Game Designer

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Professional Experience

Junior Game Designer, Fun-gi Games — 11/2023 – 02/2024, Los Angeles
- Designed gameplay and UX solutions to achieve goals of **monetization** and **engagement** by studying and applying successful game practices.
- Researched and used data to find issues and support live operation of a mobile casual simulation game, focusing on **high-priority retention improvements.**
- Balanced in-game pricing through research and **data analysis**, optimizing player engagement.
- Analyzed player feedback, translating insights into actionable design improvements using **wireframing**, **spreadsheet management**, and clear **documentation**.
- **Collaborated** with production and QA, and implemented feedback into design from peer reviews, playtesting, and internal review sessions.

Game Design Intern, NEKCOM — 03/2023 – 09/2023, Hybrid
- Collaborated on designing and implementing gameplay mechanics and visuals.
- Focused on ensuring accessibility and creating nostalgic elements to resonate with the target audience.

Unity Instructor, iD Tech — 06/2022 – 08/2022, Remote
- Instructed children aged 12-19 in game design fundamentals, focusing on creating 2D/3D platformers.
- Developed and delivered online lessons with personalized instruction.

Technical Artist Intern, Tencent — 07/2020 – 08/2020, Shenzhen, China
- Developed custom Houdini Digital Assets to extend the capabilities of existing nodes in Houdini, and enhance the procedural environment creation.
- Integrated HDAs into the UE workflow to optimize production processes.

Personal Projects

The Moment | Game Designer, Programmer, — 01/2023 – 06/2023
Story-based Puzzle, UE5 (Team size: 4)
- Implemented dynamic dialogue systems, engaging player interactions, and audio integration using Blueprint in UE5.
- Developed eye-catching stylized shaders, post-processing effects, and visuals for characters, texts, cutscenes, and the environment.
- Created intuitive UI layout and animations to enhance the game experience.

The Gallery Mystery | Game Designer, Programmer, — 03/2022 – 05/2022
Detective Game, Unity (Team size: 4)
- Designed and constructed the game's framework, overseeing programming for player inventory, UI, graphics, and audio.
- Collaborated with designers and artists for extensive game testing, utilizing tools like Trello API and Excel for bug reports and rapid iteration.

Skills

Unreal Engine, Unity (Developed completed games and prototypes), **Production** (Asana, Jira),
Programming (Unity C#, Python, HTML/CSS/JS), **Data Visualization** (Teablue, SQL),
UI/UX (Figma, Axure, Adobe Photoshop, Illustration, InDesign),
3D Art (Realtime VFX, Modeling with Maya, Houdini, Blender)

Education

New York University, Game Design MFA — 2021 – 2023

Zhejiang University, Digital Media BEng — 2017 – 2021