

Zilin Zhang

Game Design & Player Experience

Coquitlam, BC · 236 999 0119

zza302@sfu.ca

Games: Uncrowned / ElemAnt



Profile

I'm an experienced game and interaction designer with a passion for bringing a creative vision to life. I combine design judgment, research and psychology to understand people's needs and explain my decisions clearly. I take initiative, listen carefully and follow through, sharing what I learn and working with others to improve the design.

Skills

Design	visual identity, typography, visual hierarchy and brand guidelines; user flows, wireframes and high-fidelity prototyping
Research	interviews, surveys, observation and playtesting; study planning and neutral questionnaire design
Analysis	logical reasoning, design critique and interpreting user feedback
Collaboration	clear communication, active listening and project planning

Education

Simon Fraser University

**Expected Graduation:
December 2027**

BSc. Interactive Arts and Technology
Minor in Psychology

Dean's Honour Roll

Projects

Uncrowned — Narrative RPG

May–Aug 2026

Minigame Designer · Godot · Team project

- Designed all minigames for Uncrowned, a narrative RPG in Godot, developing their rules, tutorials and difficulty.
- Developed skill progression and rewards that gave players new abilities and choices as the story progressed; documented the designs for our team.
- Designed tutorials and a progression tracker to clarify controls and skill unlocks; follow-up playtests showed clearer player understanding.

ElemAnt — Strategy Game Redesign

May–Aug 2026

Gameplay Designer · Unity · Team redesign

- Contributed to combat, enemy behaviour and progression for a Unity game redesign focused on strategy and player engagement.
- Designed menus and supported technical planning and implementation, working through how abilities, movement and enemy responses shaped the player's choices.

Projects

continued

White Rock City Orchestra

Sept–Dec 2025

Lead Visual Designer · Team project for a local orchestra

- Led our team's visual design for a local nonprofit orchestra, translating audience research and client priorities into a brand book, posters and presentations.
- Established consistent typography, colour and layout across the materials; proposed clearer ticket information and pre-concert emails to support the client's attendance goals.

Psychology Research Design Project

May–Aug 2024

Research Design & Analysis · Psychology course project

- Developed a study plan defining variables, sampling and recruitment, with neutral questionnaire wording and attention to potential confounds.
- Analysed simulated responses and documented correlations and limitations in an APA-style report; included informed consent and debriefing procedures.

Suigenkyo — Website Redesign

Sept–Dec 2023

Lead Visual Designer · Independent redesign

- Led visual design for a complete high-fidelity interactive Figma prototype, developing user flows, wireframes and animation design for a Japanese artisan retailer.
- Highlighted craftsmanship and makers' stories to communicate the value behind premium prices; presented the visual direction and design rationale in a 30-page deck.

Interests

Competitive Gaming

World of Warcraft: ten years of play; Cutting Edge across most raid tiers; top 0.5% Mythic+ in The War Within Season 1. Overwatch: Grandmaster in Seasons 2 and 3.

FPS experience spans CrossFire, Rainbow Six Siege, Insurgency: Sandstorm, Battlefield 4, 1, V and 2042, Call of Duty and PUBG.

Cooking

Former line cook with a decade of cooking experience across home and professional kitchens, specialising in Chinese wok dishes, Beef Wellington, steaks, BBQ and fried chicken.

Formula 1 & Sim Racing

I love driving and the rush of speed. What makes Formula 1 special to me is seeing a driver and their team work together and give everything, and knowing how much a victory means to everyone behind it.