Hsi Lin (Nancy)

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Work Experience

Game Designer – Systems
Visual Concepts | Sep 2023 – May 2026
WWE 2K23 – WWE 2K25

- Analyzed rank data to improve the WWE MyFaction ranked system: Designed the new skill-based rating system and introduced new competitive parameters such as win streaks, quick-win bonuses, and reward pacing, that improved player engagement and competitive experience.
- Prototyped new gameplay systems and feature concepts, articulating design options,trade-offs, and risks to align Design Leadership and Production on the best path forward.
- Designed enemy team compositions and encounter scenarios, layering difficulty pacing and strategic depth to sustain long-term replayability, directly informing combat system trade-offs and downstream balance effects.
- Translated player behavior data and community feedback into actionable system improvements, iterating on live designs to hit engagement and retention targets.
- Designed progression and event structures for recurring live events, crafting carefully paced challenge and reward arcs to maintain player motivation across seasons.

Associate Game Designer
Visual Concepts | June 2021 - Sep 2023 | NBA2K21 - NBA2K24

- Designed and shipped unique online game modes across four consecutive AAA titles, focusing on gameplay variety, competitive balance, and replayability.
- Designed AI behaviors and encounter scenarios that created varied strategic challenges; balanced AI capabilities using NBA player data, progression metrics, and playtest feedback.
- Iterated on gameplay systems and difficulty curves using internal playtest data and community insights, continuously improving feel and player satisfaction.
- Designed live event narratives and level content for seasonal experiences, creating memorable moments that drove player retention and reengagement.
- Collaborated with Engineers, Artists, and Designers across full production cycles to deliver polished, player-focused experiences on time.

Game Dev Instructor
Internal Drive Tech Camps | Sep 2020 - June 2021

- Taught gameplay mechanics, progression systems, and iterative design practices; guided students through building playable prototypes in Unity using C#.

Indie Project

Beware of the Blob
Environment Designer / Game Designer
Team of 5 | 6-month Development Cycle

- Designed puzzle mechanics and player interaction systems integrated with environmental mechanics, prototyping multiple solutions before landing on the final design.
- Developed animation state machines in C# and visual scripting (Unity) to create responsive gameplay behaviors; rigged and animated characters in Maya.

Education

Master of Science, Games and Playable Media
University of California, Santa Cruz

Bachelor of Arts, Information and Communication
Tamkang University

Skills

Game Design
Gameplay Mechanics & Feel, Systems Design, Competitive Systems, Progression Design, Live-Service Design, Encounter Design, AI Design, Economy & Reward Systems, Combat Gameplay, Replayability Design, Player Retention

Skills

Technical Skills
C#, Java, C++, Unity, Unreal Engine 5, Blueprint Scripting, Gameplay Scripting, Maya, Adobe Photoshop, Adobe Illustrator, Jira, Confluence, Excel, Google Sheets, Figma

Development & Collaboration
Cross-Functional Collaboration, Design Documentation, Systems Documentation, Agile Development, Gameplay Implementation, Playtesting, Iterative Design, Production Pipelines, Community Feedback Analysis, Player Behavior Analysis