

# Lela Yuan

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## EDUCATION

### **Carnegie Mellon University**

August 2020 - May 2024 · Pittsburgh, PA

Major GPA: 3.6, General GPA: 3.1

B.S. in Decision Science

Additional Major in Human Computer Interaction (Intended)

Minor in Game Design

## EXPERIENCE

### **Independent Video Game: Nannan · Designer/ Producer**

June 2020 - October 2022 · Pittsburgh, PA

- Led a team of 10 people as sole designer and producer to make the game, which will be published on Steam on October, 2022
- Hosted biweekly meetings to coordinate development progress between departments, prioritize tasks, and balance resources and budgets
- Built Nannan, a 2D, story-driven, RPG horror game using Unity and C#, incorporating multiple original complex puzzles and dynamic interactions
- Implemented a sophisticated decision tree that leads to six different endings based on triggered events and obtained collectibles
- Designed the User Interface of the game, including the title screen, menu, and inventory with well defined visual hierarchy and animated display effects

### **Tencent: MoreFun Studio Group · Game Designer Intern**

April 2021 - August 2021 · Beijing, China

- Collaborated on building the combat system of The Legend of Qin, a 3D MMORPG mobile game, selling more than 700k copies
- Developed the decision models and attack power balance for 7 out of the 19 total characters
- Proposed a development plan to improve the interactive panel for skill upgrade and object combination based on iterative user research to optimize user flow
- Conducted rapid prototyping and usability testing to validate design decisions, yielding over 12 accepted changes to the user interface of the game
- Translated the song lyrics and poems in the game from Classical Chinese to English, helping the game internationalize to reach a broader audience

### **Easy Transfer · Marketing Intern**

June 2020 - January 2021 · Beijing, China

- Planned and held the "Providence Academy", a forum aiming to connect the presidents of the Chinese Student Unions from universities all over the world
- Organized activities for more than 150 people, coordinated personnel management, and created social media campaign
- Outreached to multiple large enterprises to attend the forum and was independently responsible for the reception of enterprise representatives

## SKILLS

### **Design Method**

Interaction Design

Systems Design

User Research

Usability Testing

### **Software**

Unity

HTML

Unreal Engine

Python / C / C# / R

### **Tools**

Figma

Adobe Creative Suite

Microsoft Office Suite

Sketch

Procreate

### **Languages**

English

Mandarin

## COURSEWORK

User Centered Research and Evaluation

Principles of Computing

Understanding Game Engines

Behavioral Decision Making

Social Psychology

## ACTIVITIES

### **Alpha Phi Sorority**

Marketing and Engagement

Chinese Student Association

Social events and fundraising

Game Creation Society

Project leader