Yifeng Pan

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EDUCATION

NEW YORK UNIVERSITY **New York, NY**
BFA in Interactive Media Arts and Computer Science, Minor in Psychology *09/2020 - 05/2024*

EXPERIENCES

Unlisted Games LLC **Remote**
Game Designer & Developer *01/2025 – Now*

- Designed and iterated on 20+ puzzle and gameplay systems for *Snap Quest*, a Unity-based 3D exploration game centered on photographing creature behaviors and solving environmental puzzles across island biomes, with a focus on intuitive player interaction and feedback.
- Led UX-driven gameplay and level flow design for the Cave biome, introducing mechanics that added over 2 hours of content. Enhanced earlier biomes—Woods and Beach—by refining onboarding, traversal clarity, and player guidance through stealth, luring, and vertical platforming systems.
- Authored detailed design documentation on creature behaviors, biome layouts, quest systems, teleport/map features, and UX/UI flows. Conducted internal playtests, identified usability issues, and contributed to iterative improvements across navigation, clarity, pacing, and UI responsiveness.

Digital Continue **New York, NY, USA**
UX/UI Designer & Developer *07/2024 - 12/2024*

- Spearheaded end-to-end UX and UI design for *Gameshot*, a mobile social platform enabling users to create and share interactive games from custom assets.
- Owned full product design lifecycle: defined brand identity (logo, color system, typography), built a scalable design system with 40+ reusable components, and prototyped key user flows—including homepage, search, notifications, game creation, post detail, and navigation—ensuring accessibility and consistency across screen sizes.
- Partnered with stakeholders to align on product goals, rapidly iterated based on internal feedback, and translated requirements into wireframes, user flows, and high-fidelity mockups.
- Collaborated closely with Unity and React Native engineers to implement design assets and interactive elements, often contributing directly to frontend development to showcase design intent and improve build accuracy.

Lumin Game Studio **Shanghai, China**
Game User Experience Designer Intern *06/2023 - 09/2023*

- Optimized gameplay systems for *Lumin: Echo of the Space* (绿梦: 时空之声), a 2D mobile sci-fi RPG game.
- Designed wireframes, interactive prototypes, sci-fi-themed UI elements, custom typography, and icon.
- Documented and communicated design intent and implementation with UI artists, technical designers, game designers, and programmers to deliver polished and consistent user experiences.

PROJECTS

Make Them Cry (2024 Global Game Jam)
Game Designer, Level Designer, Programmer, Project Manager, UX Designer, 3D Artis *02/2024*

- Developed a Unity game in one week for Global Game Jam 2024 with a team of five.
- Co-designed gameplay mechanics, coded the core game, designed user flows, UI elements, and led level design.
- Modeled 50% of game assets using Blender and animated all cutscenes, establishing the game's visual style.

NYU Bus App
UX Designer *05/2024-06/2024*

- Led the redesign of the NYU Shuttle Bus app to enhance app usability and user experience; conducted extensive user research and developed user personas, journey maps, and flows.
- Improved app's visual identity by updating typography, color palette, and iconography in alignment with NYU's new typeface; achieved a modern, accessible interface.
- Created interactive prototypes using Figma for the initial app design and testing phase, followed by usability testing with a focus group.

SKILLS

Technical: Unity, Python, Java, JavaScript, HTML/CSS, Unreal Engine, C#, Git, React Native, CAD
Creative: Adobe Creative Suit, Figma, Blender, Graphic Design, C4D, Arduino
Language: Mandarin (Native); English (Fluent)