

Lincoln Li

Designer

lincolnli87@gmail.com

Senior Designer experienced in Triple A, F2P and Live Service development. Specialized in systems, mission and combat design for Multiplayer FPS products. Subsequently worked on Business Units creating MTX, Live Service and Development Strategies. Personal passions include Gameplay and Encounter design, specifically narrative and immersive IP experiences. Seeking Senior and above positions at Game Studios working on IPs that incorporate modern meta-progression processes, and design development.

Competencies

Technologies

- ▲ Unreal Engine 4
- ▲ Unity
- ▲ IW / id Tech
- ▲ Halo 4 Engine

Business Acumen

- ▲ Strategic Initiatives
- ▲ Monetization/MTX Strategy
- ▲ IP Expansion and Immersion
- ▲ Global Innovation Research

Personal

- ▲ Investment Strategy
- ▲ Portfolio Management
- ▲ 汉语流利 (Mandarin)

Professional Experience

Electronic Arts; Redwood Shores, CA

Jan 2020 – Current

Senior Game Designer – Competitive Gaming Entertainment (Sims / FIFA) – Business Unit

- **Sims Spark'd**
 - Worked with the team to adapt and integrate a competitive challenge system into a Reality TV show competition
 - Provided editing feedback on the Sims Spark'd TV show episodes
 - Created systems and work-flow pipelines for the CGE and User Messaging Teams to best integrate both competitive messaging and in-game UI content
 - Proposed and led the focus on providing visibility for Spark'd participant contributions to the Sims community
 - Provided design guidance on legal, competitive integrity, and competitive gameplay systems
- **CGX – Research / Analysis / Strategic Esports Design Unit**
 - Worked with EAP (Electronic Art Partners) to consult and provide competitive design feedback
 - Made recommendations for competitive launch programs like Twitch Rivals
 - Made recommendations for pre-season ranked, and ranked-based systems for Esports incorporation
- **FIFA Esports**
 - New team tasked with, research, analysis, business strategy and MTX development for Esports.

Rooster Teeth Games; Austin, TX

Nov 2018 – Sept 2019

Lead Gameplay Designer – Vicious Circle (PC): Shipped 8/13/2019

- Leading designer on metagame, combat, and character implementation and systems
- Created and designed system specifications for additional playable characters and creatures
- Designed specifications for progression loop, challenges and XP for Battle Pass features
- Designed and maintained system for itemization and reward distribution using PlayFab
- Co-designed and developed additional gameplay events, gadgets and interaction mechanics

Certain Affinity; Austin, TX

Oct 2017 – Nov 2018

Lead Mission Designer – Transformers Impact (Multiplatform) (F2P) – Canceled

- Lead Mission Designer and owner of procedural technology, coop mission flow and encounter pacing
- Led a team of 3-4 developers in the creation of procedural mission systems for UE4 development
 - Objective specific mark-up blueprint and components
 - Developed AI spawning components within objective mark-up
- Spent 3 months in Beijing as a Design Liaison for Chinese external partners, Leyou
 - Assisted meta-progression design with mission content for Free-to-Play loops

Certain Affinity; Austin, TX Sept 2016 – Oct 2017
*Senior Designer – **Unannounced VR Experience** (Multiplatform) – Canceled*

- Responsible for prototype Mission, Level and Scenario creation in UE4 VR development
- Ownership of block-out and layout features for VR perception and traversal
- Assisted in the creation and implementation of various USMC weaponry
- Implementation of level-scripted audio, sfx and volumes

Certain Affinity; Austin, TX Feb 2016 – Sept 2016
*Senior Designer – **Modern Warfare Remastered** (Multiplatform): Shipped 11/4/2016*

- Sole scripter on sound effect implementation for triggered gameplay scenes
- Adjusted sub-mixes, DSP values, and emitter placement during co-dev with partners (8 levels)
- Balanced and designed individual sound effect properties for level ambience
- Map Team Lead, responsible as design point for Death From Above, No More Fighting, and Mile High Club
- Supported art team with scripting, in particular fixing gameplay bugs that occurred from World Building
- Designed, pitched and implemented upgraded scripted destruction events for flying gunship sequence

Certain Affinity; Austin, TX June 2015 – Feb 2016
*Game Designer – **Mafia III** (Multiplatform): Shipped 10/7/2016*

- Responsible for prop layout, specifically generic combat zones useable by randomized mission AI
- Part of level design team for environment prop placement / design in three open world districts
- Implementation specialist on the cover and navmesh system for CA's design team
- Designed and propagated AI combat kits for randomly generated missions
- Designed, placed and balanced AI combat and stealth encounters for District Hideouts

Certain Affinity; Austin, TX Jan. 2015 – June 2015
*Systems Designer – **Doom** (Multiplatform): Shipped 5/23/2016*

- Spawn system designer, used heat maps to measure spawn efficiency and balance implementation
- Aided progression designer in balancing the experience / reward loop for OOG stats
- Camera shake implementation / design for explosive weapons and equipment
- Gameplay and UI scripting for Domination, Freeze Tag, War Path, Soul Harvest, and Clan Arena

Certain Affinity; Austin, TX Jan. 2014 – Dec. 2014
*Systems Designer / Scripter – **Halo 2 Anniversary** (Xbox One): Shipped 11/11/2014*

- Scripted MP Game Modes: Juggernaut, CTF, Slayer, Oddball, Ricochet and King of the Hill
- Re-designed, balanced and implemented all weapon melee damage based on Halo 2 sandbox
- Designed multiple novel Juggernaut game modes, and implemented the innovative Gungoose CTF
- Implementation of audio, UI markers, HUD notifications, achievements and medals for above game modes
- Co-designed and implemented camera shake and recoil for weapons and vehicles
- Implemented and co-designed vehicle sandbox based on Lead Sandbox Designer specifications

Education

The Guildhall at Southern Methodist University Graduation – Dec. 2013
Plano, TX 75024

- Master of Interactive Technology (MIT) in Digital Game Development, Specialization in Level Design
 - **Thesis:** Traditional vs. Modular Development in Multiplayer Level Design
 - Student Activities Committee Treasurer; 2011 – 2012

Purdue University Graduated – Dec. 2009
West Lafayette, IN 47907

- Bachelor of Science in Computer Graphics Technology

Additional Activities

Extended Game Industry Career

May 2010 – Jan 2012

- QA Tester – WB Games
- Tools Tester – Zipper Interactive

Mentoring / Design Talks

- Mentors SMU Guildhall and University of Texas Game Design students
- Talks, Presentations and Mentorship
 - From Indie to Triple A, a talk on the transition from Indie Development to Triple A Design
 - SMU Guildhall Presentation for 2015 Cohorts
 - Austin Games World Summer Camp 2016
 - Austin Games World Summer Camp 2017
 - Game Chica! Girls Game Conference 2018