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Dan Li
Game Designer

PROJECT EXPERIENCES   NETEASE GAME

2022.06-Now   Destiny:Rising   Quest / Level Designer

· Design and implement the primary quests of the game based on the main narrative outline; integrate and maintain the main storyline flow, system functions and gameplay to ensure a smooth player experience.

· Be responsible for the level and combat design of the dungeon crawl module in the game, including white-box scene construction, level pacing verification, and the implementation of gameplay system UI functions.

· Design and complete quests; collaborate closely with IP, art, programming and other game designers to ensure the quality and experience of game narrative and gameplay.

· Propose optimization suggestions for project production tools such as quest editor, dialogue editor and StoryLine nodes, and implement the improvements.

*The project was nominated for **Best Mobile Game** at The Game Awards 2025.

2020.03-2022.06   Neptune (World Of Warcraft mobile) **Level / System Designer**

· Collaborate closely with narrative designers to deliver the main and side quest content, configure map monsters, optimize level design, and implement core gameplay mechanics.

· Design and develop open-world exploration content, including white-box level prototyping, boss combat design, and core gameplay implementation.

· Design monster combat logic and ecological behaviors based on IP settings, and complete monster skill design and behavior tree configuration.

· Responsible for the design and development of systems including mount system, riding skill system, vehicle system, flight points, and teleportation functions.

EDUCATION

2018.09-2020.06   Academy of Art University
        Master of Art, Game design
2016.09-2017.06   University of British Columbia
        Diploma in User Experience & Design
2012.09-2016.06   Beijing Normal University, Zhuhai
        Bachelor of Engineering, Digital Media Technology

INTERNSHIP EXPERIENCES

2018.04-2018.08   Beijing Legendtech Co. Ltd.   UX Designer
Design UI elements for VR/AR games. Create wireframes, user flows, and prototypes, output interactive design documents.
2017.09-2018.01   Beijing Yi Xun Cultural Development Co. Ltd.   Project Designer
Make 3D models and modify textures. Write blueprints, material, and build lights in unreal engine. Make VR products for clients.

CAMPUS EXPERIENCES

2014.09-2015.09   President of OTAKU Animation Club
Beijing Normal University, Zhuhai
Directed the club participation in animation cartoon exhibitions. Organized animation-themed activities with other universities in Guangdong Province.

2013.09-2014.09   Minister of Network Department - Student Union
Beijing Normal University, Zhuhai
Took charge of updating network information for college activities and distributed tasks to individuals. Established the network studio.

PROFILE
Passionate about creating engaging, creative, and expressive games. With strong hands on skills, proficient in rapidly developing and validating game prototypes. Equipped with a solid foundation in art and programming. Possess certain knowledge and production experience in integrating level design, storytelling, game-play mechanics, and game systems. Broad gaming experience, passionate about RPG, MMO, anime-style, content-focused and gameplay.Outgoing, team-oriented, eager to explore and continuously improve.

LANGUAGE
English: Work proficiency
Chinese (Mandarin): Native

SKILLS
GAME ENGINE

Messiah/Sunshine
Unity3D
Unreal Engine

Editor Development Optimization (Sunshine)

Task Editor

Dialogue Editor

ETS/StoryLine

SCRIPTING
C / C# / C++
Blueprint

OFFICE SUITE
Microsoft Office
Visio / XMind
Adobe Photoshop / illustrator/After Effects

AWARDS & HONOR
• Excellent Project Award, NetEase Games New Employee MINI Project
• Game Design, Prototype Winner for "Robix" of Academy of Art University Spring Show
• Certificate of Informational Multimedia Designer
• Qualification of Intermediate Software Engineer(.NET)
• The head of the excellent Association of Beijing Normal University, Zhuhai
• Outstanding Communist Youth League Member of Beijing Normal University Zhuhai Campus
• Certificate of honor " My Chinese Dream " websitei nterface design and layout