

Ally Chen

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GAME DESIGN & COMMUNITY EXPERIENCE

Don't Go Into The Light (DGITL) – *Game Designer & UI/UX Designer | Unity*

- Developed a horror game with a team using Unity; contributed to game ideation, UI/UX design, asset research, and sound design.
- Collaborated with teammates to develop and refine the game from concept through implementation.

Tunnel Vision – *Game Designer | Interactive Narrative*

- Designed a horror-themed interactive gamebook in Discord centered on branching narrative and player choices.
- Structured the experience as a decision tree and coordinated team scope, milestones, and iteration through development.

High Roller – *Game Designer | Tabletop Simulator*

- Designed a dice-based tabletop game around two constraints: dice as the primary material and short gameplay rounds.
- Iterated on mechanics through playtesting and documented design decisions, testing results, and lessons learned in a postmortem.

BIG: Beautiful Incredible Galaxies – *Game Designer | Tabletop Simulator*

- Designed gameplay concepts and visual assets while prioritizing ideas and coordinating work to meet project deadlines.

VALORANT Rando (VALORANDO) – *Founder & Community Designer*

- Built and managed a VALORANT player community that grew to 400+ members.
- Designed self-service systems for agent, rank, and pronoun roles and integrated Discord bots to improve community functionality and player interaction.

EXPERIENCE

Hyundai Motor America

September 2025 - Present

Business Data Analyst – Lead Management & Marketing Analytics

- Analyze marketing, website, and operational data to identify trends, evaluate performance, and support data-driven decisions.
- Collaborate cross-functionally with Sales, Product, IT, and Marketing stakeholders to solve business problems.

The Lundquist Institute for Biomedical Innovation at Harbor-UCLA Medical Center

April 2022 - Present

Data Manager, Junior Biostatistician, Research Assistant

- Design, test, and maintain complex data systems and workflows supporting multi-center clinical research.
- Optimize data collection forms and processes based on study requirements while maintaining data quality and usability.
- Analyze longitudinal data and communicate findings through statistical analysis and visualization.

Beltways

January 2024 - May 2024

Marketing & Design Consultant

- Conducted market research and developed positioning/creative strategies for the launch of a modular accelerating walkway.
- Designed visual/content assets and supported marketing initiatives contributing to 250M+ social media views since launch.

iD Tech Camps

February 2022 - May 2022

Instructor

- Taught Java programming and prepared to instruct courses in Game Design (Minecraft World/Level/Adventure Design, Unity Development), Creative/Design, Business, and Coding (Python, JavaScript).

Camp Izza

September 2021 - March 2022

Product Owner & UI/UX Designer

- Led an agile team in developing a summer-camp registration platform and translated stakeholder requirements into product features.
- Designed UI/UX for counselor, camper, parent, and administrative experiences in Figma.

EDUCATION

University of Southern California – M.S. Integrated Design, Business, and Technology

January 2023 - December 2024

- Focus: Innovation, Entrepreneurship, and Product Strategy
- Relevant Coursework: Narrative and Storytelling, User Experience Design, Design Essentials

University of California, Irvine – B.S. Informatics

September 2019 - March 2022

- Specialization: Organizations and Information Technology | Minor in Film and Media Studies
- Relevant Coursework: Game Design Fundamentals, Computer Game Development, Human-Computer Interaction, User Interaction Software, Software Design, Requirements Analysis & Engineering, Information Visualization

SKILLS

- **Game Design:** Gameplay Design, Player Experience, Game Prototyping, Playtesting, Interaction Design, Design Documentation
- **Tools:** Unity, Tabletop Simulator, Figma, Adobe Creative Suite