Yinyan (Lucas) Feng

Creative Technologist & Emergent Media Designer
(Game Design · Real-Time Interactive Systems · Virtual Production)

Email: bluemuchan@gmail.com
Portfolio: https://bluemuchan.artstation.com/
Location: United States

Education

Master of Fine Arts (MFA), Interactive Media (Game Design)
Clark University, Becker School of Design & Technology
May 2026
GPA: 3.94 / 4.00

Research & Creative Focus

- Emergent gameplay systems and player-driven interaction
- Level design as a tool for immersion, curiosity, and motivation
- Real-time engines (Unity, Unreal) for virtual production and immersive storytelling
- Motion capture-driven performance and interactive narrative pacing

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Skills

Game Engines: Unity, Unreal Engine 4/5
3D & DCC Tools: Blender, Maya, ZBrush, Substance Painter, Substance Designer, Houdini
Design Focus: Level Design, Systems Design, Narrative Design, Emergent Gameplay
Pipelines: Real-time rendering, motion capture integration, virtual production workflows
Teaching: Studio critique, student mentorship, technical instruction

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MFA Thesis

The Impact of Strategically Distributed Hidden Elements on Player Immersion and Curiosity

This practice-based thesis investigates how strategically distributed hidden elements in game levels can enhance player immersion, curiosity, and long-term motivation. Through iterative design and structured playtesting, the research examines how optional discoveries, secret paths, and non-mandatory interactions encourage exploration and sustain engagement without disrupting core gameplay flow.

Research Experience

AI-Assisted Generation & Evaluation of 2D Climbing Levels

Independent Research Project — Unity / C#
2026 – Present

- Developing a research prototype for AI-assisted generation and evaluation of 2D climbing levels using explicit movement constraints and simulated player capabilities.
- Built a physics-aware climber model with draggable limbs, fixed limb-length constraints, stamina, center-of-mass modeling, and directional sidepull mechanics.
- Implemented reachability validation and transition solving to test whether holds are reachable through valid hand and foot configurations under defined movement rules.
- Designing an automated difficulty-evaluation framework that estimates feasible body-position and center-of-mass regions, compares them with stable / weak / strain hold zones, and identifies playable routes.
- Research goal: explore how AI-assisted design tools can help level designers generate, evaluate, and explain levels while preserving designer intent.

Teaching & Academic Appointments

Graduate Teaching Assistant – Organic Modeling

Becker School of Design & Technology, Clark University
2026 – Present

- Supported undergraduate courses in organic 3D modeling and digital sculpting.
- Assisted with in-class demonstrations, critiques, and technical instruction.
- Mentored students through iterative modeling workflows and artistic problem-solving.
- Provided feedback and guidance during studio-based project development.

Professional & Industry Experience

Cognitive — Unity

Puzzle / Story-driven / 3D First-Person Game (MFA Thesis Project)
2025 – Present
Exhibited at PAX East 2026 and IGDA Clark Game Expo

- Practice-based research project exploring immersive storytelling, environmental narrative, and systemic puzzle design.
- Designed and implemented core gameplay systems, progression structure, and level flow.
- Led playtesting sessions and refined pacing, player guidance, and discovery-based design.
- Served as team lead and producer, coordinating multidisciplinary collaboration.

Rerender — Unreal Engine 5.4

Open-world, story-driven game
2024 – 2025
Exhibited at PAX East 2025 and IGDA Clark Game Expo

- Designed large-scale open-world level layouts with mission locations and key landmarks.
- Developed core gameplay systems including resource cycles and building upgrade mechanics.
- Participated in the full motion capture pipeline and real-time cinematic implementation.
- Conducted extensive public playtesting (120+ players total), collecting feedback on gameplay clarity and narrative pacing.

Game Level Designer

Bamboo Internet Information Service Co., Ltd.
12/2021–08/2023

- Designed gameplay levels and systems within a free-to-play mobile game context.
- Developed modular level structures supporting multiple solution paths and emergent player behavior.
- Iterated on pacing, difficulty, and player flow through structured playtesting and analysis.
- Collaborated with artists, programmers, and narrative designers in a production environment.

Customer Operations & Live Support Lead

Bēng Zhàn Jì (Mobile Game)

- Participated in live operations and customer support management.
- Managed and coordinated a team of over 20 members handling player communication and feedback.
- Gained experience in live-service workflows, player behavior analysis, and community operations.

Community, Service & Leadership

Star Citizen – Global Player Organization

- Member of one of the world's largest player organizations.
- Organized and led a collaborative effort to recreate in-game capital ships at million-polygon fidelity.
- Coordinated international teams and produced physical 3D-printed models from digital assets.

Minecraft Large-Scale Architecture Projects

- Former member of one of the largest architectural build teams in China.
- Collaborated on massive world-building projects recreating real-world terrain and landmarks.
- Utilized external tools to edit terrain data and integrate it into in-game environments.

Competition & Event Volunteer Organizer

- Volunteered in planning and managing large-scale student competitions involving hundreds of participants.
- Coordinated logistics including scheduling, accommodation, and meals.
- Supported smooth execution of multi-day academic and creative events.

Translation & Media Work

- Translated and authored foreign-language subtitles for online video content.
- Communicated directly with content creators to localize creative works for new audiences.
- Experience bridging language, culture, and creative intent.

Memberships & Affiliations

- International Game Developers Association (IGDA) – Student Member
- UMass Boston Alumni Community – Member

References

Available upon request.