



WILLIAM WONG

GAME DESIGNER / CONCEPT ARTIST

CONTACT

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WEBSITES, PORTFOLIOS, PROFILES

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EDUCATION

July 2018

WSQ Diploma: Digital Design

3DSENSE MEDIA SCHOOL, Singapore, Singapore

- Grounded in art fundamentals, such as sketching, anatomy, perspective as well as proficiency in Photoshop. Worked on conceptual and functional designs, such as environment, creatures, characters, props and vehicles.

SOFTWARE

Adobe Photoshop

Adobe Illustrator

ZBrush

Godot Engine

Unity

Python

Balsamiq

Confluence

Jira

Microsoft Excel

Claude Code

LANGUAGES

English

Thai

Chinese

PROFESSIONAL SUMMARY

Game Designer and Concept Artist experienced in independently prototyping game ideas, designing gameplay features and systems, developing GDDs, UI/UX flows, character concepts, and visual direction across games and interactive experiences. Able to take ideas from early concept to clear, production-ready designs while collaborating across programming, art, narrative, sound, and outsource partners. Experienced in simplifying asset requirements, communicating design intent, and keeping features aligned to reduce rework and support smoother implementation.

SKILLS

Game Design Leadership: Game content/level design, Game systems design, Project coordination, Specifications documentation, Narrative design

Visual Direction: UI&UX Design, Concept Design, Art Direction, Character design, Mood boarding

Visual Production: Brand identity, Content Creation

EMPLOYMENT HISTORY

July 2026 - Current

Independent Game Developer / Game Designer, *Self*, Remote

Developed two independent playable game prototypes from concept to implementation, testing, and iteration, working in an AI-assisted workflow that directs AI tooling for implementation, refactoring, and debugging while retaining full design and creative ownership.

MatchSmith : 2D Puzzle | Blacksmithing Game

- Designed and implemented a playable 2D blacksmith themed puzzle game centered around match-based crafting and weapon stat management.
- Built core gameplay loop, progression systems, upgrades, player economy, and UI/UX through rapid prototyping and iteration.
- Designed the game's characters, UI screens, and icon sets, holding a consistent visual direction across the build.
- Iterated on mechanics, balancing, and player flow through hands-on testing and continuous implementation.
- Managed game design, prototyping, visual direction, and feature implementation in Godot independently.

Martial Frontier : 3D Martial Arts Arena Game

- Designed and built a 3D martial arts arena fighter in Godot with distinct melee and caster archetypes, differing in moveset, hit-state handling, and defensive option, with the caster trading the melee counter for a mana-fed barrier shield.
- Balanced the roster against automated bot-vs-bot win-rate sweeps, holding every result to a 216-match sample so real shifts could be told apart from noise.
- Profiled recorded player behavior against each bot's for the same weapon, and used the gap between them to direct AI work at kit behaviors the bots were not using.
- Designed layered bot AI with per-weapon conduct tables, navigation with gap jumps, and composition-aware positioning so ranged and melee kits hold their intended range.
- Built in-engine authoring tools, including a map builder with spawn and fight-zone markers, a character editor, and live tuning panels, moving combat and level iteration out of code.
- Tuned game feel through per-fighter hitstop and a customtoon rendering stack of outlines, impact VFX, and shaders.

January 2021 - July 2026

Little Prince Game Studios, Singapore

Joined as Concept Artist and promoted twice within the first year. Roles overlapped rather than replaced one another, with concept art and UI work carried alongside design leadership as a small studio required.

Lead Game Designer · January 2022 - July 2026

- Promoted to a Team Lead position within the company on top of a Lead Game Designer role.
- Designed the battle system end to end on one title: server-authoritative combat resolution, Elo-based matchmaking, a promotion and demotion tier ladder, party and defense-team management, and milestone rewards.
- Managed multiple outsource studios and oversaw art direction across in-house and outsourced output.
- Conceptualized new content and set deadlines for both in-house and outsource members.
- Led regular progress meetings with department leads to align project milestones and maintain timelines.
- Guided and imparted game design methodologies to juniors, working together to meet monthly production goals.
- Reduced asset requirements through alternative design, minimizing workload for other departments while achieving project goals.
- **Projects:** UI Artist, Concept Artist and Lead Game Designer across two unreleased mobile titles for iOS and Android, with cross-site teams in Singapore and Thailand. Specification set spanning 28 feature documents and over 500 pages: campaign and dungeons, co-op raids, PvP arena, hero and creature progression, equipment and inventory, social and legion systems, live-ops, input and combat specification, and narrative systems.

Game Designer · March 2021 - January 2022

- Designed overall game rules including core mechanics, UI/UX, narrative content, data calculations, and technical documentation through to production.
- Produced UI/UX wireframes and interaction specifications for the entire game.
- Collaborated with programmers and artists to prototype all game features.
- Authored a Confluence board hosting game data and documentation for future employees.

Concept Artist · January 2021 - January 2024

- Promoted to Game Designer within two months on the strength of the work, continuing to cover concept art after the move.
- Created concept art for characters in an unpublished project, enhancing visual storytelling.
- Supported company re-branding through contributions to website development, IP, and logo design.
- Officiated and led team meetings and design discussions.
- Conducted candidate interviews and authored role-specific skills tests for hiring.

November 2018 - November 2020

Public Transport Security Officer, *Singapore Police Force*, Singapore

- Patrolled and policed public transport networks.
- Developed advertising materials and logos to enhance brand visibility.
- Designed badges and posters for Transcom promoting safety and security awareness.

October 2017 - November 2018

Freelance Commissions, Singapore

- Organized and prioritized work to complete assignments in a timely, efficient manner.
- Stayed responsive to clients, addressing all questions and feedback directly.
- Worked independently and in teams across client and indie projects.