



# Cyril Lee | 李翊呈

Founder & Chief Designer  
Blackbody Lab Limited

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## EXPERIENCE & POSITIONS

<b>Founder &amp; Chief Designer</b>   Blackbody Lab Limited Lead Game Design, Research, & Art Direction Game Development & Production Management Client Acquisition & Management Serious Game Educator Game Design Instructor & Consultant	2017 - NOW
<b>Co-Founder</b>   Hong Kong Original Board Game Retail Platform for 80+ games from Hong Kong designers	2022 - NOW
<b>External Vice President</b>   VTC Design Alumni Association	2018 - NOW
<b>Product Designer</b>   Lagranja Design SL @ Barcelona, Spain	2016 - 2017
<b>Assistant Researcher</b>   DESIS Lab @ HKDI   RSU @ VTC Ageing Body Studies, Senior Citizen Fall Incident (Main) Fine Dying, Dementia City, 100in1 Day (Supporting)	2015 - 2016

## RECENT GAME PROJECTS

<b>Schadenfreude</b>   Client: In-house <i>Let your misfortune become my kind of entertainment!</i> Topic: Social Media Addiction & Online Attention Seeking Role: Producer & Lead Game Designer	2025
<b>Milk Co. - The Life Cycle Challenge</b>   Client: HKUST <i>A game designed to aid the learning of Life Cycle Assessment</i> Topic: Life Cycle Assessment & Environmental Impacts Role: Producer & Lead Game Designer	2024
<b>Dawn Break 極賭破曉</b>   Client: Hong Kong Lutheran Social Service <i>A tool to empathise addiction on micro-transaction in online gaming</i> Topic: Gambling Addiction on Online Gaming Role: Producer & Game Designer	2023
<b>Mission Responsible</b>   Client: Marymount Primary School <i>Use maths to rescue Lost Puppies from the Irresponsible Forest</i> Topic: Maths Education & Responsibility Role: Producer & Lead Game Designer	2023
<b>Whiskers' Will</b>   Client: InspiringHK Sports Foundation <i>Gamify gearless training at home for kids during Covid-19 lock-down</i> Topic: Gearless Training, Yoga Practice, Active Lifestyle Role: Producer, Lead Game Designer, App Developer, Video Editor	2022
<b>LOOP - Life of Ordinary People</b>   Client: In-house <i>Work, Buy, Consume, Die... is this happiness?</i> Topic: Consumerism, Sustainable Lifestyle, and Happiness Role: Producer, Lead Game Designer, App Developer, Video Editor	2021

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## AWARDS

<b>Design For Asia   Hong Kong Young Design Talent</b> Hong Kong Design Centre	Hong Kong
<b>Universal Design Competition   Expert Award &amp; Consumer Award</b> Institut für Universal Design GmbH & Co. KG	Munich
<b>Global Excellence Award &amp; Judge's Commendation Award</b> Internation Sustainable Design Award   HKASD	Global
<b>Dashi Silver Award   全國設計大師獎銀獎</b> 同濟大學設計藝術研究中心	Shanghai
<b>Hong Kong Smart Design Award   Gold Award &amp; Silver Award</b> The Hong Kong Exporters' Association	Hong Kong
<b>Better World Challenge   Winner For Quality Education</b> Fab Café   Design Trust Fund	Hong Kong

## LECTURES & SEMINARS

<b>HKUST Undergraduate Course SUST1000 &amp; SUST1080</b> Guest Lecturer & Workshop Host   HKUST	2019 - Now
<b>Teaching &amp; Learning Expo</b> Guest Speaker & Host   Sustainability Workshop Session	2024
<b>Sustainability Educational Game Workshop</b> Guest Speaker & Workshop Host   HKUST	2024
<b>CUHK Teaching and Learning Community of Practice Sharing Series</b> <b>- Let's Game! Let's Gamify! The Journey to Make Learning Fun</b> Guest Speaker   CUHK @ Hong Kong	2022
<b>Games-Based Learning Virtual Conference</b> Keynote Speaker   University XP @ New Jersey, United States	2022
<b>The Global Research Forum on Sustainable Production &amp; Consumption</b> Guest Speaker & Main Workshop Host   HKUST @ Hong Kong	2019

## EXHIBITIONS & INTERVIEWS

<b>Teaching &amp; Learning Expo 2023 &amp; 2024</b>	<b>Taiwan Original Board Game Expo 2025</b>
<b>日日好玩 玩好設計   HKDC</b>	<b>Game 4 Change APAC   PressStart</b>
<b>Brand New Youth   Design Spectrum</b>	<b>Living In Design 活在設計   HKDC</b>
<b>Hong Kong Creative &amp; Illustration Show</b>	<b>LOOP promotes SDG12 ...   Green Queen</b>

Make fun out of problems and changes out of laughter!