

## skills

Interface Design  
Experience Design  
Wireframing  
Prototyping  
In-Engine Implementation  
Illustration  
Motion Graphic  
Team Management  
Outsourcing Management

## tools

Photoshop	Unity
Illustrator	Adobe XD
Sketch	Protopie
After Effects	Proto.io
Animate	Figma
3Ds Max	Miro

## education

### Carnegie Mellon University

Pittsburgh, US  
Master of Entertainment  
Technology

### City University of Hong Kong

Hong Kong  
B.S. in Creative Media (1<sup>st</sup> class)  
Minor in Japanese Studies

### University of Aberdeen

Scotland, UK  
Exchange Program in  
Computer Science

## experience

### Blizzard Entertainment

Irvine

LEAD UI / UX DESIGNER

May 2021 - Present

#### *Hearthstone*

- Lead and manage the UI team of 7 designers and implementers
- Responsible for recruiting, onboarding, career development and providing feedback during remote working from home
- Manage 3<sup>rd</sup> party studio collaboration for UI feature development
- Collaborate with leads, product team and data analysts to design features that drive player engagement, retention, and monetization

SENIOR UI / UX DESIGNER

Feb 2021 - Present

UI / UX DESIGNER

Jan 2019 – Feb 2021

- Design, implement and maintain UI/UX for 2 new game modes (*Battlegrounds* and *Duels*), 4 major systems, 7 expansions and 3 single-player adventures
- Collaborate closely with engineers, designers, artists, and producers on multiple feature strike teams, from ideation, prototyping, user testing, design iterations, Art/VFX pass, implementation, launch, through live season
- Engage in UI team's knowledge sharing, documentation, mentorship, and culture building

### Jam City

San Francisco

SENIOR UI / UX DESIGNER

2018 - 2019

UI / UX DESIGNER

2017 - 2018

#### *Unannounced Project, Snoopy Pop, Panda Pop*

- Design major features and seasonal events for both incubation projects and live games
- Create UI mockups, wireframes, user flows, and interactive prototypes
- Implement optimized UI assets, particle effects and animations in Unity
- Collaborate with user research team to improve and iterate on design

### Zynga

Los Angeles

UI / UA ARTIST

2015 - 2016

#### *Unannounced projects, Crazy Cake Swap, Crazy Kitchen, Yummy Gummy*

- Conceptualize and design the look-and-feel of game prototypes
- Create user interfaces and UX flow, including animation and effects
- Design product brand assets (ads, app logos, icons, web banners) for marketing and user acquisition use

### Electronic Arts (EA) sponsored game projects

Redwood City

LEAD ARTIST

Spring 2014

CONCEPT / UI ARTIST

Fall 2014

#### *Ninja Academy, Slot Car Island*

- Work with two prototype teams of 7 to develop Xfinity games in partnership with EA's Office of the Chief Creative Officer
- Electronic Arts purchased the intellectual property for Slot Car Island