

Professional Summary

I am both a UX/product designer and an art director. I spent the last 16 years creating products engaging to the users and profitable for the business. I establish replicable and scalable styles, rules, and processes in the enigmatic visual space, and have a good track record of making the right decisions for the products and the team. More importantly I enjoy fostering a loving, supportive work environment, and empowering everyone to grow and succeed.

Experience

UX/UI Design & Research Fellow, Product Owner | [General Assembly](#) | Remote 02/2022-06/2022

- *Last Minute Gear*: Redesigned the E-commerce site's rental flow. Based on interviews and researches, I added single-page filters PLP, restructured info and nav architectures, embedded TikTok-format instruction videos, combined rental and purchase into a 2-in-1 checkout flow.
- *FiveThirtyEight/ABC News - VoteSmart app*: Led team on research, design, and prototypes, created a full app design that serves engaging, digestible knowledge for users on ballot measures, candidates, and current issues, eventually assisting users to vote with an informed perspective.
- *Get Motivated Buddies*: Led another team and stakeholder relationships as the product owner. Arranged 40+ unique onboarding screens with branching segments of empathized questionnaires, interactive overviews, and buddy-finders. Then followed up with gamified in-app beginner checklist.

Art Director | [Pixelberry Studios](#) | Mountain View, CA 07/2015-01/2022

- Titles: *Choices: Stories You Play, Tencent's 1001 (一零零一)*
- Established production pipeline and art-directed the high-grossing game, Choices.
- Scaled up and maintained the fast-paced, high-volume, live-release content productions for 6+ years.
- Supervised adaptations of many genres and styles that captivated and monetized over our audiences.
- Designed and allocated resources for new projects and tools. One internal tool became a B2C feature.
- Built up a team of artists with effective training and mentoring, fostered a warm work environment.
- Installed wellness programs into regular pipelines, increased fulfillments, which were adopted by all departments.

Senior Game Artist | [Electronic Arts](#), [EA Playfish](#), [EA Pogo](#) | SF Bay Area, CA 2007-2015

- EA Titles: *Minions Paradise, Simpsons Tapped Out, Monopoly Slots*
 - Playfish Titles: *Jet Set Secrets, Monopoly Millionaires*
 - Pogo Titles: *Word Riot, Mahjong Safari, Trivial Pursuit Daily 20, MiniGolf Madness, Reality Show Stock-Exchange*
 - Led visual development for new games, or worked within style constraints for existing brands.
 - Scoped and created majority of in-game, UI, assets and animations in illustrations, vectors, and 3D.
 - Worked with designers and engineers to create interactive design features that captured audiences.
 - Led and trained outsource vendors on various projects to achieve consistent qualities.
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Game Artist | [GenPlay Games](#) | San Jose, CA

2005-2007

- **Titles:** *Munchers, Pool Pro 2, Viral Attack, vPoker Online, Stack'um, Dominoes*

Strengths and Skills

- Convert users' needs and business goals into visual experiences that yields retentions and revenues.
- Can switch between realistic illustrations to vector UI to 3D rendering styles and remain on trend.
- Modulate artistic processes into replicable steps for mass production with consistent quality.
- Allocate resources, recruit talents, and adjust individual roles to run an efficient team project.
- Effective at mentoring and improving artists, constantly finding opportunities to empower them.
- Produce instructive style guides, hold training and exercise to improve team strengths.
- Create supportive team culture. Establish wellness programs and constructive team bonding customs.
- User-Centered Design Methods: Information Architecture, Navigation Systems, Wireframing & Prototyping, Usability Testing, User Interview, Affinity Mapping & Synthesis, Competitive & Comparative Analysis, Personas & User Journeys, etc.
- English ■■■■■■ Mandarin ■■■■■■ Japanese ■■ German ■

Education

Certificate User Experience Design Immersives | [General Assembly](#) | Remote

Feb.-Jun. 2022

- Full time immersive User Experience Design program that included over 500 hours of professional training over twelve weeks. Utilized a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations.

Certified Product Owner | [Scrum Alliance](#) | Remote

2020

Manager Training Course | [Management Blox](#) | Redwood Shores, CA

2011

Bachelor of Art in Computer Video Imaging | [University of Silicon Valley](#) | San Jose, CA

1999-2003

- Formerly known as Cogswell Polytechnical College.
- Focused on digital illustrations, modeling, animation and video editing.
- Awarded Dean Honor 2003.

Associate Certificate in Japanese Lang. and Culture | [Foothill College](#) | Los Altos Hills, CA

2001-2003

- Awarded 2001 Foothill College Language Arts Division Outstanding Achievement in Japanese.

Diploma | [Monta Vista High School](#) | Cupertino, CA

1996-1999

- Awarded 1999 North County Regional Occupational Program Director's Award (1st place in Arts).
- Awarded 1999 Monta Vista High School Matador Recognition Award in Arts.