

EXPERIENCE

ZYNGA

Senior UX Designer | 2014 - Present

- Designed and lead efforts in Zynga Poker, assisting with feature definition, conceptual wireframes, prototyping, user tests, UI visual design, animation, Unity implementation.
- Created documentations, style guides, flow maps and on-ramped new designers on the team.
- Enjoyed a turnaround success of reaching 10 million MAU and creating features that drove ARPDAU and MAU.
- Participated with Hackathon projects including iMessage Poker, portrait Poker mode, Apple Watch Poker.

DENA

UI/UX Designer | 2013 - 2014

- Revamped old the Mobage Service and created a vision video to communicate the repurposed value proposition.
- Created wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas with another UX Designer.
- Redesigned the internal company hub website during a company hosted Makathon night – a more clear navigation (visual formatting & information architecture)
- Developed a workflow process with both on-site and off-site engineers with Sprint deliverables.

STERLING CROSS DEFENSE SYSTEMS

Web and Graphic Designer | 2012 - 2013

- Responsible for tech sheets, product catalog, promotional flyers, promotional videos, tutorial videos, promotional web images, product beauty shots to be delivered and be shown to VPD and ERT.
- Implemented and site mapped e-Commerce and Wordpress with the CTO to increase online transactions.
- Established a new Youtube channel for new products, tutorials and reviews.
- Complete overhauled companies' old product catalog with a new 40+ pages product catalog.

BLACKBERRY LIMITED

Digital Media Content Coordinator | 2010 - 2011

- Animation and exploration in UI movements with AE prototype.
- Heavily influenced the design decision in the PlayBook tutorials, BB7.0 tutorials and the initial Welcome Video on every BlackBerry Devices.

ACHIEVEMENTS

DEVELOPED AN IOS MEMORIZATION GAME
IN CODEPATH ACADEMY (*LOFU ANIMAL*)

- Presented the game at final conference
- Received 1st place in the competition.

PENDING UI PATENT WITH BLACKBERRY

- Alternate way of displaying a scroll list

TOOLS

SKETCH

ADOBE CREATIVE SUITE

AFTER EFFECTS

INVISION, FRAMER, MARVEL, FLINTO

UNITY

GIT

CODING LANGUAGE

HTML / CSS

JAVASCRIPT (WORKING)

C# (WORKING)

SKILLS

INTERACTION DESIGN

VISUAL DESIGN

MOTION GRAPHICS

PROTOTYPING

GRAPHICS CREATION

EDUCATION

SIMON FRASER UNIVERSITY

School of Interactive Arts and
Technology & Business BBA - Class
of 2013