

Emma Wang

UX/UI Designer

www.emmawang.me
ew@emmawang.me
917-862-8836

Skills

Tools

Adobe XD, Photoshop, Illustrator, Dimension, Unity, Cocos Creator, Sketch, Spine, Maya, C#

Design

Interaction Design, Interface Design, Wireframing, Prototyping, Motion Design, Graphic Design, Illustration

Research

A/B Testing, Usability testing, User Journey, Affinity Diagrams, Interview

Languages

English, Mandarin

Education

MFA in Game Design 2016
New York University

BFA in Game Art Design 2013
Beijing Film Academy

Experience

Glu Mobile

2019 - Present

UX/UI Designer

Working on the #1 fashion mobile game — Covet Fashion.

- Led the design of multiple major features including Prop Shop, IAP Promo, New User Flow and Referral. Closely collaborated with cross-functional teams from ideation to launch.
- Identified various UX and visual improvement opportunities. Pushed improvements for bundle recommendation and purchase flow which resulted in 74% Day7 RPI increase. Introduced new visual languages to the product, including rounded-button and 3D rendering graphics.
- Leveraged team productivity. Implemented new tools that reduced the overhead between UXs and Devs, improved the UX review process to ensure fast iteration and smooth launch.
- **Tools** Adobe XD, Photoshop, Dimension, Cocos Creator

NetEase

2017 - 2019

UX/UI Designer

Worked on a cross-platform MMORPG called Crusaders of Light.

- Collaborated with designers and engineers on new feature design, focused on wireframing, prototyping, assets creation and implementation.
- Led the UI localization project by creating guidelines, modifying components and importing assets into the game engine.
- Drove ongoing UI/UX issue analysis and created solutions to enhance the user experience.
- Enhanced user retention rate by creating the referral system and new user rewards features with cross-functional teams.
- Revamped store and Gatcha UI increased 25% new user conversion rate.
- **Tools** Adobe XD, Photoshop, Unity, Cocos Studio

LunaFive

2016 - 2017

UX/UI Designer, Co-founder

Co-founded an indie game studio and launched two award-winning mobile games — Spin Cycle and COGNITION.

- Led the art direction in the entire game development cycle from concept, prototyping, iterating, testing, polishing and launching.
- Increased user acquisition by improving user onboarding experience and relieving pain points in the user flow.
- Designed a visual identity system and branding materials.
- Both games got featured in the Apple App store worldwide.
- **Tools** Unity, Photoshop, Illustrator

The Metropolitan Museum of Art

2016

VR Interaction Designer

Collaborated with the Met MediaLab on a VR project which mimics the walking experience on the surface of an oil painting.

- Researched on museum visitor personas, identified pain points and solutions.
- Designed user flow, prototype and visual assets.
- Selected for MetDigital Open House 2016.
- **Tools** Unity, Maya, Photoshop