Emma Wang

UI/UX Designer

www.EmmaWang.me
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(917)862-8836

Skills

Tools

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

Design

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

Languages

English, Mandarin

Education

MFA in Game Design — 2016
New York University

BFA in Game Art Design — 2013
Beijing Film Academy

Experience

NetEase, INC. — 2017 - Present
UI/UX 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 final 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 player experience
- Enhanced user retention rate by creating referral system and new player rewards features with cross-functional teams
- Revamped store and Gatcha UI increased revenue by 1.5x
- **Tools** Unity, Adobe XD, Photoshop and Cocos Studio

LunaFive, LLC. — 2016 - 2017
UI/UX Designer, Artist, 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 player onboarding experience and relieving pain points in the user flow
- Created visual identity system and branding materials.
- **Tools** Unity, Adobe XD, Photoshop and Illustrator.

MommyDaddyMe, Ltd. — 2015 - 2016
UI/UX Designer, Game Artist

Created five educational web games

- Designed user flows, wireframes, UIs, characters and animations
- Optimized the adoption of the specified learning content via game mechanism
- **Tools** Illustrator, Unity

The Metropolitan Museum of Art — 2016
Visual Designer

Worked in the Met MediaLab on an interactive project

- Designed a VR experience mimicking walking experience on the surface of an oil painting
- Selected for MetDigital Open House 2016
- **Tools** Unity, Maya, Photoshop

Awards

Spin_Cycle - Featured in the Apple App Store in 65 countries
COGNITION - Featured in the Apple App Store in 130 countries
COGNITION - Best Mobile Game Finalist of Casual Connect USA 2016
COGNITION - Tokyo Game Show 2016, Indie Game Selects
COGNITION - Best Mobile Game for Playcrafting 16 Bit Award 2016