

Emma Wang

UI/UX Designer

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917-862-8836

Skills

Tools

Adobe XD, Photoshop, Figma, Unity, Cocos Creator, 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

Electronic Arts

2019 - Present

Senior UI/UX 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 Social Features. Closely collaborated with PMs, UXRs, and Devs from ideation to launch.
- Drove UX and visual innovations. Improved bundle recommendation and purchase flow which resulted in 74% Day7 RPI increase. Introduced new visual languages, including rounded UI and 3D rendering graphics.
- Identified opportunities from UXR and A/B testings, proposed and launched several quality of life features that received overwhelmed positive feedback.
- Improved team productivity. Created Covet Game Index and UI Library for team reference, drove new UI engine tools' development for efficient collaboration and standardized UI review process to ensure fast production and smooth launch.

NetEase

2017 - 2019

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 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.

LunaFive

2016 - 2017

UI/UX 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, C#

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.