



EXPERIENCE

GAME UX DESIGNER, NETEASE GAME (网易有限公司-雷火) Hangzhou, China, 2021/03 - Now

- Responsible for the UX Design of the in-development game (Cross-platform MMORPG, Real-Time & Turn-Based/Open world/Simulation). Design interactive way and interface (including VX and visual) in-game and output mockup doc.
- Build and iteration the interface in Unity using SGUI (based on FGUI) tool to establish the interactive function. Building the adaptation rules increases the structural versatility of the interface and improves the working efficiency of VX and programs. Responsible for working
- Multi-post collaboration, define and work out the UX, Game UI, and VX effect standards.

UX DESIGNER, ABBY RYAN DESIGN

Philadelphia, 2020/05 - 2020/12

- Following up the Elfeth's Alley Museum AR project.

UX DESIGNER (INTERN), ABBY RYAN DESIGN

Philadelphia, 2019/05 - 2019/09

- Researched and generated AR feature ideas for Elfeth's Alley Museum AR Project.
- Designed Snapchat filters about stories of Elfeth's Alley by using LensStudio to increase the interaction rates with customers.
- Designed and produced an infographic AR Philly Row House poster for exhibition and publicity by using illustration, motion graphic, and AR skills.
- Planned Horatio B Hackett School block party event, designed the poster and illustrated the commercial.

UX DESIGNER (INTERN), 21XDESIGN

Philadelphia, 2018/12 - 2019/05

- Redesigned the responsive website to improve user experience and to increase engagement rate.

AWARDS

OUTSTANDING MINIGAME

2021

- Lead a team of 13 people to create an anime-style pinball game as a Game Designer, UX Designer, and Visual Designer in one month.

EXHIBITING ON THE P5.JS OFFICIAL WEBSITE SHOWCASE

2020

- Project: **The Farm Beats** (Creative Coding)

WINNER -- AIGA FLUX NATIONWIDE STUDENT DESIGN COMPETITION

2019

*Three Projects won out of around 1,000 entries.

- Project: **Vegetopia** (UX/UI)
- Project: **The Farm Beats** (Creative Coding)
- Project: **Solar System** (Creative Coding)

THE FIRST PLACE -- NBCUNIVERSAL DATA ANALYTICS CHALLENGE

2018

*First place out of around the 200 entries across six colleges from Temple University.

- Project: **E-Sport Infographic Animation** (Data Visualized/Motion Graphic)
- Displayed visualized analytic data on the esports industry and provides recommendations to media companies on how to engage with esports users.

Temple University - Tyler School of Art & Architecture Scholarship

2018

OUTSTANDING GRAD (TOP 3)

2015

SCHOOL-LEVEL OUTSTANDING STUDENT SCHOLARSHIP

2011/2012/2013

EDUCATION

M.F.A

GRAPHIC & INTERACTIVE DESIGN

Temple University, Tyler School of Art & Architecture

GPA: 3.77

2018-2020

M.A

WEB DESIGN & NEW MEDIA

Academy of Art University

GPA: 3.3

2015-2018

B.A / B.M

VISUAL COMMUNICATION / ACCOUNTING

Tianjin Polytechnic University

GPA: 3.7

2010-2014

CONTACT

Tel: 17857156025

Email: cynthia.cheng625@gmail.com

PORTFOLIO

WEBSITE: CynthiaXDesign.github.io

SKILLS

- Experimental Research
- Information Visualization
- Responsive Design
- Interactive Prototyping
- Usability Testing
- Visual Design
- Motion Graphic & Animation
- Illustration

TOOLS

Adobe Creative Suite

- Adobe Photoshop
- Adobe Illustrator
- After Effect
- InDesign
- Premiere
- Adobe XD

User Interface

- Sketch
- Figma
- Principle
- InVision
- Marvel

Front End

- HTML5
- CSS
- JavaScript
- P5.JS

Interactive Design

- MadMapper
- Lens Studio

Game Design

- Unity (SGUI)

LIKES

Simulation: Don't Starve, Spritfarer, Stradew Valley, Sakuna Of Rice and Ruin

RPG: Assassin series, Tomb Raider series, The Legend of Zelda: Breath of the Wild, Monster Hunter, Genshin Impact, Persona 5, FF7

Card Game: Onmyoji - The Card Game, Harry Potter: Magic Awakened

Moba: Dota 2

SLG: Civilization 6, Rise of Kingdoms

Others.....