



# Xi Cheng

UX DESIGNER

## PROJECT EXPERIENCE

### LEAD UX DESIGNER & PRODUCER ASSISTANT, INFINITY NIKKI, PAPAERGAMES

2022.6 - 2025.6

Infinity Nikki (**Unreal Engine 5** | Open-World Adventure). Launched Dec 2025 on **iOS/Android/PC/PS5** | **IGN 9/10, Metacritic 80** | won the **Visuals and Graphics Award** at the 2025 Apple Design Awards.

#### As Lead UX Designer & UX Manager:

##### Game UX Design:

- Delivered full-stack UX for gameplay systems - from concept to engine implementation, including user flows, hi-fi interface layout, visual handoff and description doc. Owned end-to-end UX design for key systems: Photo Mode, Misalignment Photography, Expeditions Booklet, Eureka (accessory system), Shop, etc.
- Built unified interaction framework for **PC/console/mobile**, reducing cross-platform adaptation costs by 30% through standardized design patterns and input mapping.
- Established **multi-language design guidelines** for 12 languages, preventing layout issues and ensuring global visual consistency.

##### Direct 20-Person UX Team:

- Led UX team, managing interaction quality across all game systems and ensuring smooth implementation with cross-functional teams.

##### Engine Tooling & Performance Optimization:

- Developed **UE5 UMG widget library** with reusable components (buttons, sliders, dynamic lists, popups, etc.), cutting pre-production workload by 20% and long-term maintenance by 40%.
- Partnered with engineers to create **dynamic UI atlas packing tools**, reducing GPU overhead by 35% via optimized blueprint structures and texture streaming.
- Authored **70+** technical documents on UMG best practices, adopted by art/programming/QA teams to accelerate UE5 onboarding.

#### As Producer Assistant:

- Innovated Core Gameplay Systems. Designed social music gameplay and Eureka(equippable buff accessory enhancing outfit scoring depth). Authored creative proposals for homestead simulation (animal rearing & resource management).
- Follow up the progress of the planning case, be responsible for the acceptance of the progress and implementation quality of the major systems, activities, commercialization, clothing and other functions, and make risk assessment reports to the producer.

### UX DESIGNER, L34, NetEase Games - Thunderfire Studio

2021.03 - 2022.6

MMORPG & Sandbox Survival | Unity → Unreal Engine 5

- Designed core system interactions from Demo to CBT1 for a multi-platform MMORPG featuring real-time + turn-based combat, procedurally generated maps, and sandbox survival gameplay inspired by Shan Hai Jing mythology and modern rural aesthetics.
- Co-developed UX design guidelines and in-engine **GUI/VFX libraries** to support dynamic interaction feedback for randomly generated large-world environments.
- **Lead collaboration** with engine programmers during the UE5 transition phase, developing internal UI tooling and extending UMG-based component libraries for improved designer-programmer



## CONTACT

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## PORTFOLIO

#### WEBSITE:

<https://cynthiaxdesign.github.io/>

## SKILLS

- Cross- Discipling Communication
- Experiential Research
- Information Visualization
- Responsive Design
- Interactive Prototyping
- Usability Testing
- Visual Design & Illustraion
- Motion Graphic & VFX

## TOOLS

#### Game Engine

- Unity (SGUI & NGUI)
- UE4 & UE5 (UMG)

## UX DESIGNER, ABBY RYAN DESIGN Philadelphia | 2019.5 - 2019.9 & 2020.5-2020.12

- Designed interactive AR features and Snapchat filters for Elfreth's Alley Museum using Lens Studio, enhancing visitor engagement through immersive storytelling.
- Created an infographic AR poster on Philly Row Houses for exhibition using motion graphics and illustration.
- Led visual design and event promotion for Horatio B. Hackett School's block party.

## UX DESIGNER INTERN, 21XDESIGN Philadelphia | 2018.12 - 2019.5

- Redesigned a responsive company website to improve user flow and engagement across desktop and mobile platforms.

## AWARDS

### Outstanding Minigame Award 2021

#### Lead Designer | UX Designer | Visual Designer

- Led a 13-person team to develop a fully playable anime-style pinball game within one month.
- Directed gameplay design, UX flow, and visual art in a cross-functional rapid development setting.

### Official Showcase – p5.js Creative Coding Gallery 2020

\* Selected by the official p5.js team to be exhibited on the platform's creative showcase.

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

### WINNER -- AIGA FLUX NATIONWIDE STUDENT DESIGN COMPETITION 2019

\* 3 Winning Projects Selected from ~1,000 Entries.

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

### 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.

## EDUCATION

### M.F.A. Graphic & Interactive Design 2018 - 2020

Temple University, Tyler School of Art & Architecture | GPA:3.77/4.0

### M.A. Web Design & New Media 2015 - 2018

Academy of Art University | GPA:3.3/4.0

### B.A. | B.M. Visual Communication | Accounting 2010 - 2014

Tianjin Polytechnic University | GPA: 3.7/4.0

## Design

- Adobe Photoshop
- Adobe Illustrator
- After Effect
- InDesign
- Premiere
- Adobe XD
- Sketch
- Figma
- Principle
- InVision
- Marvel

## Front End

- HTML5
- CSS
- JavaScript
- p5.js

## AR & Creative Coding

- MadMapper
- Lens Studio
- Sublime Text 3