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, MC 81** |won the **Visuals and Graphics Award** at the 2025 Apple Design Awards.

As Lead UX Designe & UX Manager:

Directed 20-Person UX Team:
- Owned end-to-end interaction quality for key systems: Photo Mode (free camera, filters, pose controls), Eureka, Shop, and cross-platform UI framework .
- Pioneered "Misalignment Photography" mechanic enabling creative perspective-based puzzles, praised by players as "**the most imaginative social feature**" (1.1M UGC posts) .

Multi-Platform Architecture & Efficiency Gains:
- Built unified interaction framework for **PC/console/mobile**, reducing cross-platform adaptation costs by 30% through standardized design patterns and input mapping .
- 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%.

Engine Tooling & Performance Optimization:
- 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.

Globalization UX Strategy:
- Established **multi-language design guidelines** for 12 languages, preventing layout issues in different localizations.

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 Thunderfire Studio Games   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

Tel:
17857156025

Email:
cynthia.cheng625@gmail.com

PORTFOLIO

WEBSITE：
CynthiaXDesign.github.io

SKILLS

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

TOOLS

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

Design
- Adobe Photoshop
- Adobe Illustrator
- After Effect
- InDesign

UX DESIGNER, ABBY RYAN DESIGN   Philadelphia| May - Sep 2019 & May - Dec2020

- 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| Dec 2018 - May 2019

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

AWARDS

Outstanding Minigame Award   2021

2021 – Lead Designer, UX & Visual Design

- 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

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

- Premiere
- Adobe XD
- Sketch
- Figma
- Principle
- InVision
- Marvel

Front End

- HTML5
- CSS
- JavaScript
- P5.JS

AR & Creative Coding

- MadMapper
- Lens Studio
- Sublime