



# ELOISE CAI

UX Designer

## About me

**I am** an empathetic control freak, a hybrid between art and technology.

**I believe** it is the delightful details that make up a memorable design.

**I am also interested in** games, VR, animation.

## Contact

Portfolio: [eloisechoi.com](http://eloisechoi.com)

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Phone: +8617610362607 (China)

## Skills

Interface Design

Interaction Design

Research

Prototype

Usability Testing

3D Modeling

Video Editing

Project Management

Collaboration

Basic Programming

## Toolkit

Sketch, InVision

Adobe Creative Suite

Maya, Unity, SketchUp

HTML, CSS, JS, PHP

Pencil and Paper

## Language

Mandarin

Cantonese

English

Japanese (beginner)

## WORK EXPERIENCE

### Game UX Designer | NetEase Games

January 2020 - present

Designed user interfaces for a mobile game, "Harry Potter: Magic Awakened" to fulfill new requirements proposed by Game Designers. Prepared ready-to-code in-engine prototypes which specify coordinates of each component using Cocos. Deeply collaborated with graphic designers, visual effect designers, engineers to ensure the final result meets the desired standard.

### Visual/Interaction Designer | NOKIA

January 2019 - April 2019 (Co-op)

Designed user interface and experience for new features released on Nokia's software, from concept to mock-ups to pixel-perfect specifications. Researched and restructured complex technical data into feasible information architecture, considering its users and product strategies.

### Course Visual & Interaction Designer | PwC

May 2018 - August 2018 (Co-op)

Designed interactive web-based eLearning courses and animations to explain business terminologies, expectations, and rules that distributed to 100,000+ employees. My role includes brainstorming, storyboarding, creating visual assets and development.

### Graphic Designer | Intelli Management Group Inc.

January 2017 - April 2017 (Co-op)

Designed marketing materials including printing advertisements, email newsletters, and visual assets for various clients, following a strict timeline.

## FREELANCE EXPERIENCE

### Web Developer | TEDxSFU

January 2017 - November 2017

Redesigned the TEDxSFU website to communicate the theme of 2017 (Shift) and collaborated with teams of 11 directors to run the conference. My roles include ideating, wireframing, prototyping and developing using HTML, CSS, and JS.

### Graphic Designer | BizField Angel Network

November 2017 - February 2018

Designed brochures and developed a website to introduce the company and services using Wix.

## EDUCATION

### Interactive, Arts and Technology (B.Sc.) | Simon Fraser University

September 2014 - August 2019

Completed three co-op terms.