

# Youhan Guan

Senior UI/UX Designer

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## Experience

Blackbird Interactive Inc.

Senior UI/UX Designer

2021-2024

- Co-pitched and led UI/UX design and implementation for **Earthless**.
- Researched target audience of the genre and conducted competitive analysis, integrated results with user-centred design approaches.
- Designed game and feature flow wireframes, created interactive prototypes in Figma. Delivered feature UX in design presentations and detailed docs to directors and team.
- Working closely with designers, engineers and artists, led feature development from concept to in-game completion through milestones and strike teams.
- Implemented adaptive UI visuals and animations in Unity using Canvas and Animator.
- Achieved significant media interest, with over 20k wishlists since Steam's NextFest.

UX Designer / UX Technical Designer

2019-2021

- Designed and implemented user-generated content editor UI/UX for **Crossfire: Legion**. Undertook user research, collecting feedback to comprehend both internal and external user needs, pain points, and preferences.
- Coded front-end features for **Minecraft Earth's** live-ops, addressing user pain points.
- Designed and implemented **Hardspace: Shipbreaker's** outgame UI/UX, evaluated game UI/UX accessibility and performance, implemented optimization solutions.

BANDAI NAMCO Studios Vancouver

UI Technical Artist

2017-2018

- Collaborated with engineers and designers to deliver UI panels and UI functionalities for the live-ops of **Tekken Mobile**.
- Created Unity UI prefab and panels based on the UI designer's mock-up and UX needs.
- Coded UI animation for an unnamed AAA mobile game. Created UI optimization guideline for the project and the studio.

Microsoft (client)

UX Designer and Developer

2017

- Working based on the existing prototype of Microsoft's location-based AR application, Muse Public Art App, collected user data and feedback in-field, re-designed the user persona and features based on user research.
- Refined UI, re-designed mock-ups and developed the front-end map interactions.

IBM Canada, Toronto, Ontario

UI/UX Design Intern

2014-2015

- Designed wireframes, visual mock-ups and illustrated visual elements for cross-platform applications from concepts to finished products. Catered to multiple products, such as **IBM Watson** and Incentive Compensation Management Desktop/Web Applications.

## Projects

**Earthless** - PC, Switch

UI/UX Design, Tech Design | BBI

**Hardspace: Shipbreaker** - PC, PS5, XBOX

UI/UX Design, Front-end Dev | BBI

**Minecraft Earth** - Mobile

UI/UX Design, Front-end Dev | BBI

**Crossfire: Legion** - PC

UI/UX Design, Front-end Dev | BBI

**Tekken Mobile** - Mobile

UI Tech Art | Bandai Namco Studios

**Unannounced** - Mobile

UI Tech Art | Bandai Namco Studios

**VR Theater** - Oculus Rift S | Quest

Tech Lead | ACM SIGGRAPH

**HoloHoops** - HoloLens

AR Dev | Finger Food Studios

**Muse Public Art App** - Mobile AR

User Research, Front-end Dev | Microsoft

**Longhouse 5.0** - VR

VR Dev | Toronto Metropolitan University

## About Me

As a senior UI/UX Designer with 8 years of experience, I've led multiple products from concept to completion. Designing through research and empathy, I'm skilled at boosting user experience and expanding audience reach.

## Education

Master of Digital Media

2017

Centre for Digital Media

University of British Columbia

Vancouver, BC, Canada

Master of Digital Media Scholarship

Specialized Honour B.A.  
Digital Media

2016

Lassonde School of Engineering,

York University

Toronto, ON, Canada

## Skills

### Design and Art

UI/UX Design	Figma
User Research	Illustrator
User Testing	Photoshop
Prototyping	Digital Illustration

### Tech Skills

Unity	XR Development
Unreal Engine	Git/Version Control
OOP	2D/3D Workflow
Database	Asset Creation

### Programming Languages

C#, Swift, Java  
HTML, CSS, JavaScript

### Other Skills

Agile Development  
Sprint Planning  
Waterfall Development

Fluent in English and Mandarin