

# Bernice Ka Hay Wong

## User Experience Designer

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## WORK EXPERIENCE

### Pixelberry Studios

Feb 2019 - Present

#### UX Designer

- Designed, launched, and maintained various integral features for the Top Grossing 100 mobile game *Choices: Stories You Play*.
- Worked with multiple departments and stakeholders to push UX/UI improvements, resolve ongoing issues, conduct UXR, and smoothen the feature development process.
- Led holistic design initiatives to improve accessibility, future-proof features, and reach teamwide alignment.
- Guided internal design resources by producing documentation, maintaining library systems, and aiding hiring process.

### NetEase Games

Aug 2018 - Jan 2019

#### UX/UI Design Intern

- Redesigned various in-game features for *Mage Supreme*, a mobile battle royale game that soft launched in 2 countries.
- Led initiatives to revise existing flows with Researchers & Game Designers that improved navigation, usability, and consistency.
- Created assets, UI, and animations for key screens and owned implementation of designs from concept to polish.

### CBS Interactive (Games)

Jun 2017 - Aug 2017

#### UX/UI Design Intern

- Redesigned GameSpot's profile hub for both desktop and mobile and related features for QA testing.
- Worked closely with the UX/UI Lead and product to identify issues and create user-centered solutions and deliverables.
- Conducted user tests with GameSpot moderators and translated gathered research into design improvements.

## INDUSTRY EVENTS

### Public Speaking

GRUX Online Conference  
2020 Speaker

PAX Online  
2020 Panelist

PAX West  
2019 Moderator & Panelist

Women in Gaming Panel  
2019 Organizer & Panelist

### Volunteering

Games UR Summit  
2020 Content Assistant

Cal Women in Gaming  
2019 Mentor

Women in Games  
2019 Ambassador

Magic: the Gathering  
2017 Course Instructor

## SKILLS

UX Design

Web Design

Visual Design

Interaction Design

User Research

User Interviews

Prototyping

Design Systems

Wireframing

Usability Testing

Accessibility

Task Analysis

## TOOLS

### Design

Figma, Invision, Sketch, Adobe XD, Photoshop, Illustrator, After Effects, Flinto

### Development

HTML, CSS, Javascript, Jquery, Java, Python, C, CocosBuilder, Unity

## PROJECTS

### Manifest

Designed and developed a 2D emotional platformer with 3 engineers in Unity.

### Epithet Wars

Designed and developed a 2D single-player fighting game inspired by Greek mythos in Unity.

## AWARDS

2020 I Need Diverse Games GDC Recipient

2019 IGDA Velocity Award Recipient

## EDUCATION

### University of California, Berkeley

B.A. in English, Class of 2018