ASLANTA CHEN

UI/UX DESIGNER

GAME DESIGNER

2D ARTIST

Website: www.aslantachen.com   Email: aslantachen@gmail.com
LinkedIn: /aslantachen

SKILLS

UX DESIGN / PROTOTYPING:
Figma, Adobe XD, proprietary UI editors

ART / UI DESIGN:
Photoshop, Illustrator, After Effects, Premiere, InDesign, SAI, Aesprite

PROGRAMMING:
Basic Python, HTML, CSS

PROJECT MANAGEMENT:
Agile, Scrum

LANGUAGES:
English
Mandarin
Japanese

EDUCATION

Northeastern University
BFA in Game Design
August 2016 – May 2020

GPA: 3.82

MINOR:
Interaction Design

HONORS & AWARDS:
Dean's Scholarship
Dean's List
Graduated with High Honor

WORK EXPERIENCE

AMAZON GAMES — NEW WORLD & LORD OF THE RINGS MMO

UX Designer   *10/2022 – Present*

- Work collaboratively with other designers and partner with design teams across the studio to craft experiences for players
- Partner with game design teams to craft menus, HUD elements, in-world graphic design elements, logos and icons, animations, and motion graphics
- Develop creative visual solutions to complex game systems and ensure balance between form and function
- Present and pitch designs to product owners and stakeholders
- Tune implemented UI using Lua and the Lumberyard UI Editor

PLAYSTATION — MLB THE SHOW

UX Designer   *01/2022 – 10/2022*

- Work closely with other designers, artists, engineers, researchers, and producers to create wireframes, user flows, and interfaces
- Design logic, layout, and flow of the user interfaces based on information architecture and accessibility principles
- Conceive transitions and animated effects to enhance gameplay experience
- Write detailed specifications for UI implementation
- Actively manage and prioritize work to deliver designs in a timely manner
- Help develop best practices, workflows and pipelines within the UI team

UI Technical Designer   *07/2021 – 01/2022*

- Implemented, iterated, maintained, tested, and optimized UI screens and templates in game using Sony's events-based UI toolset
- Presented data contracts and implementation breakdowns in cross-team meetings
- Ensured the technical consistency and integrity of UI assets
- Balanced between optimal aesthetics and the technical constraints of the engine
- Provided ideas and feedback in the development of the UI toolset

UI Artist   *05/2018 – 07/2021*

- Used Photoshop and Figma to design and create highly polished screen mocks that were visually appealing, intuitive, and effective
- Applied and maintained a consistent artistic standard for the interface system and respected brand guidelines
- Helped create annual style guides and select presets
- Designed, iterated, and produced hundreds of in-game icons and textures
- Created live assets such as card art to support the most revenue-generating mode in game