ZHUO "ASLANTA" CHEN

Seattle, WA | aslantachen@gmail.com
www.aslantachen.com | www.linkedin.com/in/aslantachen

Senior-level UX Designer specializing in player-centric, accessible UX/UI for cross-platform games, with 6+ years of AAA experience across console, PC, and mobile. Brings a unique blend of UX design, technical implementation, and art background to solve complex problems in ambiguous spaces. Detail-driven and fast-moving, with a track record of delivering polished, console-ready experiences under real production constraints. Known for shipping consistent, high-quality player experiences at scale.

SKILLS

UX Design | UI Art | User Research | Scripting | Level Design | Figma | Photoshop | Illustrator | After Effects

EXPERIENCE

AMAZON, AMAZON GAME STUDIOS, Seattle, WA   **October 2022 - Present**
UX Designer II
- Delivered UX for New World: Aeternum (Most Improved MMO 2025, Expansion of the Year 2025) and the Lord of the Rings MMO, contributing to large-scale, live-service MMORPG experiences that can support 900K+ concurrent players
- Owned and designed 30+ major UX features, each supported by a comprehensive UX design document up to 50 pages long, covering complex systems such as Map, Attributes, Weapon Mastery, Store, and Seasonal Servers, often developed in parallel
- Led end-to-end design of gamepad navigation for console release, defining key virtual cursor behaviors and hand-tuning 50+ menus in engine while managing engine limitations and predetermined deadlines
- Built, maintained, and promoted the Figma design system with 100+ components and 500+ icons, integrating it into the daily workflows of the team to improve consistency, efficiency, and design velocity
- Supervised 20+ user research sessions and authored 10+ Key Question Documents, translating research insights into actionable design decisions for complex features

PLAYSTATION, WORLDWIDE STUDIOS, San Diego, CA   **May 2018 - October 2022**
UX Designer, January 2022 - October 2022
- Delivered UX for MLB The Show 23 (D.I.C.E. Sports Game of the Year 2023) and MLB The Show Mobile, designing end-to-end user flows, wireframes, and interaction models for PlayStation's flagship sports franchise with 1M+ fans
- Produced detailed UI specifications to ensure accurate, efficient implementation and consistency across features and releases
- Defined interface structure, navigation patterns, and interaction logic using information architecture and accessibility principles
- Crafted high-fidelity motion mocks to demonstrate clarity, responsiveness, and moments of celebration for key features
- Owned and maintained the Figma design system with 100+ components, establishing reusable patterns to improve consistency and speed across UX and UI workflows

UI Technical Designer, July 2021 - January 2022
- Led UI implementation for MLB The Show 22, supporting a large-scale AAA title through a full UI revamp on a complex proprietary engine
- Skinned, tested, iterated, and optimized 500+ pixel-perfect UI screens and templates using SIE's event-based UI editor

- Acted as a bridge between design, art, and engineering by presenting data contracts, interaction logic, and implementation requirements in cross-team reviews
- Maintained visual consistency, performance, and cleanliness of UI implementation across resolutions while balancing legacy UI and engine restrictions
- Provided feedback and ideas to improve internal UI tools, streamlining UI authoring and iteration workflows for the broader team

User Interface Artist, May 2018 - July 2021
(Co-op: May 2018 - December 2018, May 2019 - November 2019)
- Created core UI and live-service assets for MLB The Show 18-22, supplying art for a globally distributed, high-visibility franchise with weekly updates
- Delivered high-volume, polished assets for the most revenue-generating game mode under daily deadlines, contributing to millions in live content sales
- Designed and produced 300+ UI assets, including icons, textures, animations, card art, and high-fidelity screen mocks
- Helped establish and maintain style guides, visual standards, and reusable presets to ensure consistency across an evolving UI system while adhering to brand guidelines

EDUCATION

BFA in Game Design, Minor in IxD, Graduated with High Honors
Northeastern University, Boston, MA