

# ZHUO "ASLANTA" CHEN

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Senior-level UI 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 - January 2026**

### 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 high-pressure milestone schedules
- 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