JIAQI WU

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412-980-0092

Jiaqiwdesigner.com

EDUCATION

Carnegie Mellon University | Pittsburgh, PA
Entertainment Technology Center
Master of Entertainment Technology
2014 - 2016

Nanchang University | Jiangxi, China
School of Economics and Management
Bachelor of Business Administration
2010 - 2014

SOFTWARE

Sketch | Figma | AdobeXD

Framer | Origami

Photoshop | Illustrator

After Effects | Premiere

Maya | Cinema 4D

HTML 5 | CSS 3

Javascript | Unity3D

SKILLS

Playtesting | Wireframing

Prototyping | Experience Mapping

Game UI Art | Motion Design

EXPERIENCE

Scopely | Los Angeles, CA | Senior UX Designer

Unreleased Title | Jun 2021 - Current

- Led UX design for many high profile features from ideation to fruition

- Working with Product Managers, Artists, Tech, and Product Owners to communicate and align UX vision of features through wireframes, user flow, journey maps, and interactive prototypes

- Create and maintain UX library in Figma and on Confluence

Zynga | Austin, TX | UX Designer

Wizard of Oz Mobile | Jun 2019 - Jun 2021

- Working with multi-disciplinary teams to produce intuitive and creative UX solutions, while owning the UX of projects from end to end

- Established a standard process for design to enable more agile collaboration between different disciplines including a faster and more efficient pipeline for play testing

- Led UX design of many popular features from rough sketches to polished in game assets

PlayStudios | Burlingame, CA | UI/UX Designer

My Vegas Mobile/Web | Feb 2018 - May 2019

- Translated many traditional slot game UI/UX into modern mobile interfaces while retaining the original's appeal

- As the studio's first design hire, aligned executive and product stakeholders on the role of UXR and UI/UX in our traditional and fast paced development cycle

- Led redesign of our primary Facebook web game to modernize the core gameplay loop with current F2P trends

- Redesigned the entire ad experience of one of the company's top games to be less intrusive yet earn more revenue

EA Sports | Orlando, FL | UI Artist

NBA LIVE 18 | Oct 2016 - Oct 2017

- Developed a Photoshop tool to automate the labor intensive localization process for hundreds of game assets, which dramatically increased the quality, speed, and accuracy of an otherwise manual workflow

- Redesigned NBA Live's dialog flow into a diegetic and much more immersive, easier to follow UI concept that shipped in the 2018 game

- Produced many high fidelity interface mockups, prototypes, and motion graphics while embedded among several interdisciplinary teams to help them realize their product

- Owned the entire emoji set development in NBA Live 18, from creative direction to execution