Yiyun Xu (Selena)

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Game UX Designer with great passion innovating and iterating **player-focused designs** that engage and delight players.

Education

Master of Fine Arts, University of Southern California   *2021 - 2024*
Interactive Media and Game Development, School of Cinematic Arts (GPA: 4.0)

Bachelor of Science, University of Washington   *2014 - 2018*
Human Centered Design and Engineering: Human Computer Interaction (GPA:3.73)

Working Experience

University of Southern California | UX/UI Designer   *Apr 2021 – Present | Los Angeles, CA.*
I collaborate with Professor Andreas Kratky and a team of architects and engineers on utilizing augmented reality to foster new design methodologies and designs for the Los Angeles River.
- Provide multiple potential designs and solutions to discuss, prototype selected features and user interfaces using Figma and Unity AR, take feedback, conduct playtest, and iterate design.

Microsoft | Product Designer   *Nov 2019 – Nov 2020 | Redmond, WA.*
I designed and released updates on Edge Collections, Downloads, and shopping experience.
- Identified design requirements with PMs and Design Manager, created user flow, mockups and interactive prototypes using Figma and provided UI comps, icons, and illustrations to dev team
- Followed the existing Edge design framework to maintain consistency
- Prepared and presented design deck to the broader team for feedback to iterate design

VPGame | UX Designer   *Jan 2018 – Aug 2019 | Bellevue, WA.*
I collaborated with a cross-functional team of 18 across the US and China on vpesports.com, vpgame.com, Dota2 and Autochess game analytics tools, League of Legends eSports and Dota 2 TI Events.
- Led full redesign of vpesports.com with findings from market and user research, generating over 1 million active users with 5 million pageviews per month
- Built information architecture and prototypes using Adobe Suite, helped engineers with implementation
- Conducted usability testing and interviews with 10+ participants, and designed against findings

Projects

Social Moth | Game Designer   *Aug 2021 – May 2022 | Los Angeles, CA.*
- Created level structures, tackled design problems, developed game flow, conducted playtests and generated design documents
- Built dialogue flowchart, level layout using Unity and defined user interface, menus, and controls

Skills

Design: Design Thinking, Interaction Design, Game Design, Wireframing, Prototyping, User Flow, Persona, Storyboarding, Information Architecture, Journey Map, 3D Modeling & Animation
Tools: Figma, Unity, Adobe XD, Illustrator, Photoshop, Premiere, Maya, UE4, Trello, Core
Development: Unity C#, HTML, CSS, JavaScript, Python
Language: English, Chinese