

UX Designer with 2+ years of experience in conducting **user centered design** to deliver end-to-end user experience across both **web and mobile** platform. With **great passion of making games**, I am currently looking for **internship** opportunities for summer 2022 as a **Game UX Designer**.

Education

Interactive Media and Game Development, MFA, University of Southern California **2021 - 2024**
Human Centered Design and Engineering, BS, University of Washington **2014 - 2018**

Working Experience

Microsoft / Product Designer **Nov 2019 – Nov 2020 / Redmond, WA.**

I designed and released updates on Edge Collections, Downloads, Accelerators, and shopping experience.

- Identified design requirements with PMs and Design Manager, created user flows, wireframes and interactive prototypes using Figma and helped engineers with implementation
- Followed the existing Edge UX and UI 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, Dota 2 TI Events and League of Legends eSports.

- 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
- Proposed user-centered design solutions aligning business needs and technical constraints
- Conducted usability testing and interviews with 10+ participants, and iterated design against findings

Amazon / Student UX Designer **Jan 2018 – Jun 2018 / Seattle, WA.**

I collaborated with senior UX researchers and product manager on redesigning Amazon Seller News.

- Broke business objectives into significant and feasible scope through conducting research
- Created personas, journey map, wireframes and interactive prototypes based on research findings and conducted 3 usability testing to validate and refine design

Projects

Portfolio URL: (<https://www.selenaxu.com/>)

Social Moth / Game Designer **Aug 2021 – Present / Los Angeles, CA.**

I partner with USC AGP engineers, artists, and other designers throughout production of Social Moth – a narrative driven 2D platformer.

- Build level structures, narrative systems using Unity and define user interface, menus, and controls
- Solve design problems derived from usability testing findings and generate game design document

Skills

Design: Design Thinking, Wireframing, Prototyping, User Flow, Persona, Storyboarding, Information Architecture, Journey Map, Level Design, 3D Modeling & Animation

Research: Interview, Usability Testing, Google Analytics, Competitive Analysis, Contextual Inquiry, Survey

Tools: Figma, Adobe XD, Illustrator, Photoshop, Sketch, InVision, Unity, Maya

Development: Unity C#, HTML, CSS, Python

Language: English, Chinese