EDUCATION

Univ. of Southern California - May 2025
Bachelor of Fine Art's - Design
Minors: Game User Research, Web Development
GPA: 3.75 - *Magna Cum Laude*

PROJECTS

Discord Usability | User Researcher
Jan - Mar 2025
Presented usability research to Discord

The Hunt of Keth | User Researcher
Jan - May 2024
Conducted playtest and heuristic evaluations for a PC/Mac horror adventure game

PUBLICATIONS & EXHIBITIONS

"The 19th Nature Created by Design Exhibition E-Catalog," Nature Created by Design (NCbD)

"Elevating Experiences: The Role of Escalators in Public Spaces," Illumin Magazine

"Queer Art Show," QuASA

AWARDS

Renaissance Scholar

SKILLS & TOOLS

UX & Research:
Interviews, Playtesting, Usability Testing
Interaction Design & Information Architecture
Wireframing & Prototyping
Heuristic Evaluation & Data Analysis

Visual & Graphic Design:
Brand Identity & Visual Storytelling
Adobe Creative Suite & Figma
Web & UI Design
Typography & Layout

Technical Skills:
HTML/CSS/JavaScript & React.js
Unity & Motion Capture
LookBack & PlaytestCloud
SPSS & SQL

LANGUAGES

English: Native Proficiency
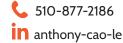**Vietnamese:** Working Proficiency

ANTHONY LÊ

Designer + Researcher | Oakland, CA

Hi, I'm Anthony Lê! I'm a designer and researcher passionate about crafting intuitive, human-centered experiences. When I'm not designing, I'm café-hopping with friends or gaming with a good cup of matcha.

CONTACTS

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✉ anthony.le98@gmail.com   in anthony-cao-le

WORK EXPERIENCE

UI/UX Designer & User Researcher | Turtle Fish (Jun 2024 - Present)
Los Angeles, CA - *Hybrid*
- Designed engaging UI components and intuitive navigation menus in Figma, enhancing player interaction and experience
- Developed wireframes and user flows to streamline menu navigation and in-game interactions
- Integrated and implemented UI designs into the Unity Engine
- Led 20+ playtests sessions to identify pain points and improve play experience
- Applied Microsoft's Rapid Iterative Testing and Evaluation (RITE) method to compile weekly reports on usability performance, accelerating design refinements
- Conducted heuristic evaluations and qualitative research to enhance UI consistency, accessibility, and overall playability
- Collaborated with designers and engineers, effectively resolving 80% of identified issues within 3 weeks

Lead Graphic Designer | Cathartic (Oct 2022 - Present)
Los Angeles, CA
- Developed high-fidelity website wireframes to enhance user experience and brand presence
- Designed social media graphics, digital assets, and print materials (flyers, banners, merchandise)
- Mentored designers, ensuring alignment with Cathartic's brand guidelines
- Collaborated with front-end developers and marketing analysts to refine the website's UI/UX and body contentv

Intern, Game User Researcher | User Behavioristics Research, Inc.
(May 2024 - Present)
Los Angeles, CA - *Hybrid*
- Analyzed 50+ playtest videos using PlaytestCloud, performing heuristic evaluations to identify key usability improvements across multiple game titles
- Conducted 20+ playtest sessions remote and in-house usability labs
- Produced research reports guiding data-driven design decisions for clients like Zynga and 2K with actionable recommendations to improve playability
- Developed research-driven prototypes in Figma to support design discussions
- Assisted in revamping research templates, study reports, and the company's website to create a more streamlined process, ensuring consistency and efficiency in future studies

XR Lab Technician Lead | USC IYA XR Lab (Dec 2021 - Present)
Los Angeles, CA
- Led VR technology demonstrations for students and faculty (Meta Quest 3S, Apple Vision Pro)
- Conducted weekly Unity workshops covering foundational topics, including UI navigation, tools, properties, basic C# scripting, and integrating Mixamo animations
- Assisted in setting up, photographing, and recording events hosted by IYA, featuring companies such as Sony, Sketchers, and Apple to document key industry engagements
- Managed PC assembly, software troubleshooting, and A/V equipment distribution
- Created physical guides and provided training sessions on XR tech usage

Illustrator & Photographer | Daily Trojan (Sept 2022 - May 2023)
Los Angeles, CA
- Created custom illustrations and visual assets for news and feature articles
- Captured live events and edited high-quality images using Adobe Lightroom & Photoshop