JANET OUYANG

PRODUCT DESIGNER

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Hello! I design with an ambition to create something **memorable, intuitive, and that evokes a feeling of "joy"**. I seek to create impactful experiences by **combining user-centric thinking with business needs.**

WORK EXPERIENCE

UX Designer (Frostbite Game Engine)   Electronic Arts (EA) | May 2021 - Apr 2024

Led the UX for major features across Frostbite editors, owned the Frostbite Design System (FDS), and conducted project management/cross functional-team facilitation.

- Led the UX design for 30+ complex workflows, such as Data Binding creation in UI and multi-generator use in Procedural Generation. Projects involved end-to-end UX processes (i.e. user research, wireframing, mockups, prototyping, testing, stakeholder buy-in, holistic impact reviews), project management, and game studio collaboration (e.g. EA Sports - FC, DICE, Full Circle).

- Directed an overhaul of defunct FDS documentation to a library of 60+ pages that greatly improved design consistency, FDS adoption, and onboarding efficiency of designers and engineers to FDS.

- Grew FDS by adding design guidelines (e.g. color use, spacing), improving consistency across 50 components, and championing use of FDS in engineering teams and EA game studios.

UX/UI Designer   Sprung Studios Ltd. | Mar 2019 - May 2021

Worked with major clients such as Activision, Amazon Games, and Pixelberry to design the UX/UI for Call of Duty: Vanguard, an unreleased PC shooter, and game mobile storefronts.

- Designed the UX of Loadout Sharing, Clans, and Clan Wars in Vanguard, as well as UI console concepts of the in-game Store, Battle Pass, and Special Missions. Presented deliverables such as research, user flow charts, wireflows, and mockups weekly to the client (Activision Sledgehammer).

- Led the UX of an unreleased Amazon Games PC shooter. Designed player interaction for lobbies, game level selection/entry, level completion, weapon equip, in-match HUD, and group creation.

- Owned the full UX/UI for the mobile storefront of Pixelberry's Choices: Stories You Play. Work included research, site maps, user flows, and mockups of areas such as the Game Card, User Profile, Rewards and Challenges, Inbox, Navigation, Explore, and Popups).

Junior UX Researcher & Designer   LandSure Systems | Jan 2017 - May 2018

- Conducted research of 50+ users through focus groups, site visits, and user interviews. Wireframed, prototyped, and tested the UX, UI, and interactions of the myLTSA web platform.

ADDITIONAL SKILLS

Figma, Adobe Suite (Photoshop, After Effects), Accessibility, UX Writing, Visual Design, Interaction Design, Analytics, Mobile & Web Design, Web Development, HTML/CSS, Motion Graphics, Unity, Unreal, AI

EDUCATION

Interactive Arts & Technology (B.A) - Human Computer Interaction   Simon Fraser University | May 2014 - Dec 2018