

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 Frostbite Design System (FDS), conducted project management and cross functional-team facilitation, and designed major features across 4 Frostbite editors (e.g. Procedural and UI).

- Led the UX design for 30+ workflows across 4 Frostbite editors. Projects involved end-to-end UX processes (i.e. user research, wireframing, prototyping, testing, stakeholder buy-in, holistic impact reviews), project management, and game studio collaboration (e.g. DICE, Full Circle, EA Sports).
- Overhauled defunct FDS documentation to a robust library of 60+ pages that greatly improved design consistency, product trust, and the onboarding efficiency of designers and engineers to FDS.
- Grew FDS by introducing missing design guidelines, improving product cohesion across 50 components, and increased use of FDS through all Frostbite product 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, mobile storefronts, and web platforms.

- Worked on the UX of Loadout Sharing and Clans in Vanguard; within Vanguard’s design system. Presented deliverables such as research, user flow charts, and wireflows weekly to the client.
- Designed UI console concepts for Vanguard’s in-game Store, Battle Pass, and Special Missions.
- Designed the full user experience and UI for a PC Amazon Games shooter, Choices: Stories You Play mobile storefront, and Pixelberry StoryLoom (a visual novel creation platform).

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

Performed user research and product design of an online portal for land-transfer processes.

- 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

UX Writing, Design Systems, Visual Design, Graphic Design, Motion Graphics, Analytics, Figma, Photoshop, Mobile & Web Design, Web Development, HTML/CSS, Unity, Unreal, Presenting, Product Ownership, AI

EDUCATION

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