

Jessica Y Chong

visual ui/ux designer



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I am a visual/UI/UX designer and problem solver who simply enjoys designing smooth experiences that are both useful and beautiful.

skills

Product Design

Visual Design
User Interface
User Experience
Rapid Prototyping
HTML/CSS

Languages

English
Chinese

Interests

Web Design
2d illustration
3d modelling

tools

Adobe CC

Photoshop
Illustrator
InDesign
Premiere/AE

Figma

Unity/Unreal

education

UCLA, B.A 2010

Design | Media Arts
Asian Languages
(Japanese)

experience

Senior UI Designer - TENCENT

2016 - Present

- Drove UI/UX Design through all stages of product lifecycle from conceiving, prototyping, iteration, production, alpha, beta, and liveops on titles including League of Legends: Wild Rift, PUBG Mobile, and Rival Fire
- Coordinated design efforts across multiple disciplines among internal and external teams
- Design visual concepts for HUDs, iconography, and other UI features of Apex Legends Mobile.
- Optimized the user experience for western audiences and improved efficiency in design implementation in Unity/Unreal

Visual Designer - KABAM

2014 - 2016

- Established visual style of marketing across multiple platforms (Play Store, App Store, Facebook, etc) for mobile games such as Marvel: Contest of Champions, Star Wars: Uprising, Lord of the Rings: Legends of Middle Earth and Hunger Games: Panem Rising
- Executed static and motion graphics for A/B testing to optimize user acquisition of both US and worldwide audiences
- Designed mobile games' launch websites

UI Designer - DISNEY INTERACTIVE

2011 - 2014

- Led the design efforts in our company's transition to mobile
- Published visual style guides for hit mobile games including Marvel: Avengers Alliance that was adopted by the team
- Spearheaded initiative to improve workflow, resulting in the increased efficiency of the team

Freelance/Consulting

2006 - Present

- Concepted and designed visual styleguides, UI mockups, logos, websites, and marketing materials for clients worldwide including:
 - Reflektive
 - Long Beach State University Athletics
 - Rocketeer Games
 - Windows & Beyond