Jessica Y Chong
visual ui/ux designer

jesschong.com
jey.original@gmail.com

I'm a visual/UI/UX designer who enjoys designing smooth experiences, laying out beautiful visuals, and solving challenging problems together.

skills

Product Design
Visual Design
User Interface
User Experience
Rapid Prototyping
HTML/CSS

Languages
English
Mandarin
Cantonese
Japanese

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

Sr. UI/UX Designer - ECHTRA GAMES/ZYNGA/TAKE2 — 2022 - 2025

- Develop features from ground up — wireframing features with game/product designers in figma, designing the visual style, and collaborating with engineers to implement blueprints in unreal
- Collaborate with art department and IP stakeholders to design a styleguide for the game
- Independently polish and optimize builds

Senior UI Designer - TENCENT — 2016 - 2022

- Drove UI/UX Design through all stages of product lifecycle from concepting, 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
  - Rocketeer Games
  - Long Beach State University Athletics
  - Windows & Beyond