

# ASLANTA CHEN

UI/UX DESIGNER

GAME DESIGNER

ARTIST



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## SKILLS

### UX DESIGN / PROTOTYPING:

Figma, Adobe XD, proprietary UI toolsets

### ART / UI DESIGN:

Photoshop, Illustrator, After Effects, Premiere, InDesign, SAI, Aesprite

### PROGRAMMING:

Basic Python, HTML, CSS

### PROJECT MANAGEMENT:

Agile, Scrum

### LANGUAGES:

English (fluent),  
Mandarin (native),  
Japanese (intermediate)



## EDUCATION

Northeastern University  
BFA in Game Design  
August 2016 – May 2020

GPA: 3.82

### MINOR:

Interaction Design

### HONORS & AWARDS:

Dean's Scholarship  
Dean's List  
Graduated with High Honor

## WORK EXPERIENCE

### AMAZON GAMES — NEW WORLD

#### UX Designer

10/2022 – Present

- Work collaboratively with other Designers and partner with design teams across the studio to craft experiences for New World players
  - Partner with game design teams to craft menus, HUD elements, in-world graphic design elements, logos and icons, animations, and motion graphics
  - Develop creative visual solutions to complex game systems and ensure balance between form and function
- Present and pitch designs to Product Owners, Designers, and Stakeholders

### PLAYSTATION — MLB THE SHOW

#### UX Designer

01/2022 – 10/2022

- Work closely with other designers, artists, engineers, researchers, and producers to create wireframes, user-flows, and interfaces
- Design logic, layout, and flow of the user interfaces based on information architecture and accessibility principles
- Conceive transitions and animated effects to enhance gameplay experience
- Write detailed specifications for UI implementation
- Actively manage and prioritize work to deliver designs in a timely manner
- Help develop best practices, workflows and pipelines within the UI team

#### UI Technical Designer

07/2021 – 01/2022

- Implemented, iterated, maintained, tested, and optimized UI screens and templates in game using Sony's events-based UI toolset
- Presented data contracts and implementation breakdowns in cross-team meetings
- Ensured the technical consistency and integrity of UI assets
- Balanced between optimal aesthetics and the technical constraints of the engine
- Provided ideas and feedback in the development of the UI toolset

#### UI Artist

05/2018 – 07/2021

- Used Photoshop and Figma to design and create highly polished screen mocks that were visually appealing, intuitive, and effective
- Applied and maintained a consistent artistic standard for the interface system and respected brand guidelines
- Helped create annual style guides and select presets
- Designed, iterated, and produced hundreds of in-game icons and textures
- Created Live assets such as card art to support the most revenue-generating mode in game