JENNY LEE
Sr.UI/UX DESIGNER

Portfolio
www.hellojennylee.com

Mobile
+1(415) 913-8277

Email
jennyuiart@gmail.com

WORK EXPERIENCE

Jam City, Inc • Sr. UI/UX Designer
Oct 2019 - Present, Burbank, CA

- Disney Emoji Blitz (iOS, Android)
- Disney Frozen Adventures (iOS, Android)

• UI/UX design of new features in Disney Emoji Blitz! mobile game
• Responsible for UI/UX design of Disney Frozen Adventures mobile game
• Lead UI/UX team and providing feedback to improve output
• Helped production and set up the UI/UX workflow that speed up the process
• Prototype game UI and new feature FTUE flow
• Implementation UI assets in Unity build and participate game testing
• Collaborated with PM, production, art and design teams

Mattel163, Inc • Sr. UI/UX Designer
Jan 2019 - Sep 2019, El segundo, CA

- Uno! mobile game (iOS, Android)
- Phase 10: World Tour (iOS, Android)

• Worked on UX Flow and wireframe for new features in UNO mobile game
• Created visual concept, mockup, wireframe and UI art bible for Phase 10 mobile game
• Created UX Flow for better player engagement and new user experience
• Participated in User testing and playtest to propose better UI/UX
• Worked closely with UI/UX manager and game designers to establish a better UX flow for new features and events
• Created concept images and visual designs for social marketing

Strom8, Inc • UI/UX Designer
Apr 2014 - May 2017, Redwood City, CA .

- Clue Bingo (iOS, Android)
- Frozen Frenzy Mania (iOS, Android)
- Hungry Babies Mania (iOS, Android)
- Farm Story 2 (iOS, Android)
- Fantasy Forest Story (iOS, Android)

• Worked on UI/UX design for mobile games (iOS & Android)
• Created concept mockups, wireframes, visual designs, animation and implementation in Xcode and Unity
• Collaborated with the product manager, art teams and other UI/UX designers for each project and shipped quality designs for mobile
• Worked on several Live-ops projects and polishing the style of each project

SKILLS

Visual

Prototyping
Iconography
Identity Design
Branding Design
Web Design
Print

Interaction

Interaction Design
Wireframing
Motion Graphics
UI Animation

Research

Mobile Games
Project Management
User Testing

Tools

Adobe Suite
• Photoshop
• Illustrator
• After Effects
Sketch
Xcode
Unity
Maya
Cinema4D
Particle Editor

Languages

Korean
English

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Kiwi, Inc • UI/UX Artist

Sep 2011- Apr 2014, Palo Alto, CA .

- Shipwrecked (Editors' Choice app in Google Play - March, 2013)
- Monsterama Park (Android)
- Brightwood Adventures (Android)

• Worked on UI/UX design for mobile game and applications (iOS & Android)
• Created company Identity design
• Collaborated with product managers, artists, engineers, and other UI/UX designers
• Presented concepts, mockups, wireframes and UI assets and UI animations
• Created app store and marketing graphics for the US and international market
• Help engineers set and implement flash mockups

EDUCATION

Academy of Art University • MFA • 3D Animation & Visual effects

2007 - 2011, San Francisco, CA

Kangwon National Graduate School • MA • Visual Design

2004 - 2006, Chuncheon, South Korea

Kangwon National University • BA • Digital Media Design

1999 - 2003, Chuncheon, South Korea