

KEVIN DENG

UX / GAMES / DESIGN

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SEATTLE, WA

"I am an experienced designer, front-end developer, and creative that seeks to improve the user (and developer) experience. I demonstrate innovation, initiative, and a collaborative spirit. I am constantly seeking new challenges with passionate teams and talented individuals. I have ambitious goals to use my imagination for a better tomorrow."

EXPERIENCE.

ARENANET (September 2014 – Present) Seattle, WA

UX Designer

(Guild Wars 2, Guild Wars 2: Heart of Thorns)

Joined as part of the Web Programming team to contribute towards improving the customer experience and provide UX improvements for the upcoming release of Guild Wars 2's first expansion, Heart of Thorns. Would work on several web campaigns, e-commerce, and site redesign. Consulted with Developers, Marketing, UI, Analytics, Commerce, Customer Service, and Executives to advocate UX best practices and help establish usability and engagement as a priority.

KIXEYE (April 2011 – June 2014) San Francisco, CA

Senior UX Prototyper / UI Engineer

(Backyard Monsters, Backyard Monsters Unleashed, TOME, War Commander, Vega Conflict, War Commander: Rogue Assault)

Extensive experience in developing and maintaining free-to-play social and mobile games. Primary responsibilities ranged from forming partnerships with producers and key stakeholders to ensure usability and quality experience on products and features, validating game design specs, UI implementation, UX design, mobile interaction design, and prototyping. Designed UI systems, not just screens.

Early hire (#20 of 450+) starting as a front-end developer on Backyard Monsters. Advanced into Interim Lead on BYM and UI Engineer on KIXEYE's first Unity title, TOME. Transitioned into UX Designer and Prototyper across multiple titles. Led UX Design on KIXEYE's mobile titles BYM:U and WC:RA. Would design NUX, implement wireframes, mobile interactions, work with key stakeholders to improve game designs, and iterate on game's UX.

Liquid Advertising (December 2009 - May 2011) Venice, CA

Interactive Developer

Collaborated with a small team of artists and developers as lead game developer. Created flash games and experiences to promote major game brands (Prince of Persia, LOTR, etc.) for deployment on social networks and flash game portals. Contributed in project pitches, planning, and proposals to clients.

Liquid Development (Jan 2008 - May 2008, Oct 2008 - Nov 2008) Portland, OR.

Effects Artist / Designer

(Damnation and Borderlands)

Part of a visual effects team developing in Unreal 3. Experienced in Kismet, Unreal Cascade, built complex materials, and specialized in water and weapon effects.

SKILLS.

UX Design, Prototyping, Interaction Design, Game Design & Programming, Strategy Presentations, Collaborating with Product Managers, Wireframes, Responsive Design, Mobile Best Practices, Special Effects & Animation.

TOOLS.

Justinmind Prototyper, Omnigraffle, Flinto, Flash, Flash Builder, Photoshop, Visual Studio, Axure, Starling, Illustrator, Unity, Unreal, Processing, Maya, Scrum, Agile, Lean UX

LANGUAGES.

Actionscript 3.0, C#, C++, XML, JAVA, PHP, Chinese (Mandarin)

EDUCATION.

B.S. Game Art & Design

Art Institute of Portland (2003 - 2006)

Undergraduate Computer Science
University of Portland
(2001 - 2003)

INTERESTS.

Art, Culture, Design, User Experience, Game Development, Futurism, NUI, IA, Infographics, Interactive Art, Music, Competitive Gaming & eSports, VR, AR, 3D Printing

Ankrom Moisan Associated Architects (March 2007 - Jan 2008) Portland, OR

Technical Artist

Worked as a part of a design team to implement interactive simulations of various resorts for architectural visualization. Integrated designs into game engines to allow clients and designers to explore sites virtually.

Intel (April - November 2009) Hillsboro, OR.

Interaction Designer

Flash UI/UX Designer implementing interfaces for a prototype multi-touch mobile devices and applications.

Compound Gallery (2007 - 2009) Portland, OR

Designer

Remodel and rebranding of Compound Gallery. Designed new furniture, virtual layout, and created remodeling reference.