

Tse Yun Chuang

About

I am a passionate game designer with a user-centered design perspective, currently working on mobile game development. As a UX and Psychology designer, I look forward to providing an engaging and satisfying experience for every user with my passion and professional skills.

Working Experience

Winking Entertainment, Game Designer

Sep 2020 - Present Taipei, Taiwan

- Build 25% of a mobile RPG game content with user-centered design from conception to delivery, including core gameplay features development and UI/UX design through competitive analyses, user flows, and wireframing.
- Improve player experience by 32% in the onboarding and tutorial section through usability testing by identifying and fixing 10+ major issues on average for each feature.
- Advance the design process by 56% by collaborating with artists and developers for prototyping iteration to align with the client's demands and the designer's intention.

Winking Entertainment, Video Game Publishing Manager

Aug 2018 - Sep 2020 Taipei, Taiwan

- Launched 10+ games on 3 major video game platforms in 20+ countries worldwide to earn a \$0.5M estimated return in 2 years.
- Increased game sales by 70% over 6 months with marketing campaigns including crowdfunding and community management.
- Discovered potential business opportunities and target customers by competitive analyses and surveys in the global market.
- Trained 4 internships for less than 2 months to master FQA, LQA, and Maturity Ratings for game publishing.

Testronic, Video Game QA Localization Tester (Traditional Chinese)

Oct 2017 - Nov 2017 London, United Kingdom

- Located and documented localization of +200 issues for new features and systems through Microsoft office suite and OBS.
- Accelerated the working process by 60% through constant communication to maintain localization consistency while collaborating with team members and managers.

Education

City, University of London

MSc. in Human-Computer Interaction Design (HCID), Merit

2016 - 2017 London, UK

Dissertation Topic: "Understanding the Criteria Game Players Use to Assess Game-Related Information on the Web: Implication for Interface Design"

Advance Subjects: Information Architecture, Interaction Design, Inclusive Design, Evaluating Interactive Systems, Web Application Development

Kaohsiung Medical University

B.S. in Psychology GPA: 3.59

2010 - 2014 Kaohsiung, Taiwan

Visa Status

Youth Mobility Scheme Visa (Tier5)

Contacts

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UX Skills

Research

Competitor Analysis

Interview

Observation

Survey

Tree Testing

Define

Persona

User Journey

Storyboard

Develop

Wireframing

Prototyping

Evaluation

User Testing

Expert Review

Heuristic Evaluation

A/B Test

Tools

Airtable

Figma

Notion

OBS

Optimal Workshop

Whimsical

Non-Technical Skills

Communication

Creative Thinking

Empathy

Organization

Problem Solving

Teamwork