

YUJIA (EUKA) CHEN

UX/UI
DESIGNER



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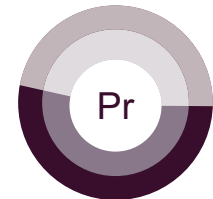
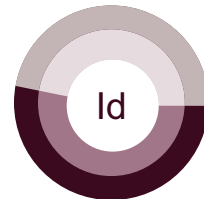
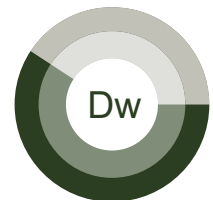
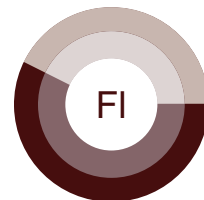
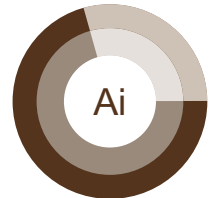
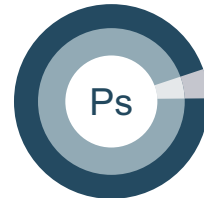
PROJECTS

- **Dealing with Bullying** 01/2014 - Present
 - Game designer
 - An expressive meaningful game experience on mobile devices
 - Designing an artistic game experience with meaningful gameplay.
 - Working on a team of seven.
- **Interactive Japanese Culture** 08/2013 - 12/2013
 - UI designer
 - A project based in Osaka, Japan, building interactive content to introduce classic Japanese culture to tourists. Under NDA
 - Client: A-dec, Dentsu
 - Designed the UI assets in classic Japanese style.
 - Did graphic and web design for the team promotional material.
 - Worked on a team of eight.
- **Culture as Comfort** 01/2013 - 05/2013
 - UX/UI designer
 - An iPad app for building confidence in unfamiliar cultural context
 - Designed the flow and created UI assets for the app.
 - Designed the team logo and poster.
 - Worked on a team of six.
- **Building Virtual Worlds** 08/2012 - 12/2012
 - Sound designer/UI designer/Producer
 - A rapid prototype course where students work in interdisciplinary teams to create interactive worlds every two to three weeks
 - Participated in designing five virtual worlds.
 - Developed five working prototypes, each in less than three weeks.
 - Acted as sound designer on five different four-person teams.
 - Created UI assets for two worlds.

EXPERIENCE

- **Westhouse Game Studio, Kingsoft Co., Ltd.** 07/2013 - 08/2013
 - Game design intern
 - Created a Warcraft 3 MOD for the purpose of the intern program.
 - Acted as one of the translator during an optimization consultation and did translation for the game art and gameplay track.
- **New Media News Section, Xinhua News Agency Shanghai Bureau** 09/2011 - 01/2012
 - Web editor
 - Pushed news entries to the website.
 - Edited featured news pages.
 - Created photo slide shows and e-book for featured topics.

SKILLSETS



EDUCATION

- **Carnegie Mellon University Entertainment Technology Center**
 - 08/2012 - 05/2014 Pittsburgh, PA
 - Master of Entertainment Technology
- **Tsinghua University**
 - 09/2008 - 06/2012 Beijing, China
 - Bachelor of Arts in Journalism
 - Bachelor of Arts in Digital Entertainment Design

ACTIVITIES

- **Publicity Center** 09/2010 - 06/2011
 - Director & Lead designer
 - A department of the School of Journalism and Communication, Tsinghua University which took care of all promotional materials of the student events of the school
 - Designed posters, outdoor ads, roll-up banners, leaflets and souvenirs for all the major events of the school.