

# Xu (Tiffa) Cheng

Game Designer and UX Designer

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🌐 [tiffacheng.com](http://tiffacheng.com)

💡 SKILLS

## EDUCATION

08.2014 | **Carnegie Mellon University, Entertainment Technology Center (ETC), Pittsburgh, PA**

05.2016 | Master of Entertainment Technology

08.2012 | **Hong Kong University of Science and Technology (HKUST), HK**

05.2013 | Master of Science in Information Technology

09.2008 | **Wuhan University (WHU), Computer School, Wuhan, China**

06.2012 | Bachelor of Engineering

🎮 Unity3D

AutoDesk Maya

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Premiere

Adobe InDesign

Adobe Audition

Autopano Giga & Video

Microsoft Excel

📄 JavaScript, HTML,

Python, Java, C#,

C/C++, SQL, OpenGL,

Git, Perforce

🌐 LANGUAGES

English, Mandarin, Cantonese

## ACADEMIC PROJECTS

01.2016 | **Funival - Carnival Games, Game Designer and Producer**

- Designing and building carnival games on the connected TV platform for Electronic Arts
- Researching and iterating design based on feedback and observations

09.2015 | **Kalpana - Interactive VR Film, UI/UX Designer and Film Editor**

- Developed a racial profiling themed interactive VR movie that utilizes gaze and voice recognition
- Responsible for UI/UX design, story development, video stitching, editing
- Invited to present at Tribeca Film Festival and Games for Change Media Summit

09.2015 | **Computer Game Programming Project, Game Designer and Developer**

- Developed and designed a third person shooting game for the PC
- Implemented movement behaviors, pathfinding, networking and decision making for the game AI

01.2015 | **Game Design Projects, Game Designer**

- Designed and documented three board games and one RPG game
- Iterated and refined designs through playtests and analyses

09.2014 | **Building Virtual Worlds, Artist and Producer**

- Built five virtual worlds in one to three week rotations using Oculus, Kinect, and Google Tango
- Responsible for 2D/3D art, video post-production, managing playtests and overseeing the creative and technical development

📚 RELEVANT COURSEWORK

Game Design

Game Programming

Building Virtual Worlds

Visual Story

Computer Graphics

🎯 INTERESTS AND ACTIVITIES

Interests: Virtual Reality,

Film, Animation, Video

Games, Figure Drawing

Brand Ambassador, HTC Vive

Student Tour Guide, ETC

Volunteer, International Summer Program (WHU)

Exchange Student, Vrije University (Amsterdam)

## WORK EXPERIENCE

06.2015 | **SimSim (Pittsburgh), UI/UX Designer and 2D Artist**

- Responsible for SimSim Smart Lock's product design and webpage design
- Created promo video, weekly newsletter comics and all the design art assets

10.2013 | **Accedo Broadband (Hong Kong), Web TV Developer**

- Responsible for Samsung Smart TV apps' development and quality assurance
- Developed Flixster and Zee TV in JavaScript