

EXPERIENCE

King (Microsoft, formerly Activision Blizzard)

2023 – Present

UX Designer — Candy Crush Saga

- Revamped FTUE (First Time User Experience) for 1M+ new players/day — cut redundancy, improved clarity, and reduced time-to-gameplay — resulting in +5% D1–D7 retention and +3% early-game revenue by embedding core mechanics and economy education in low-friction flows.
- Increased level-designer efficiency 25% by designing AI-powered level generation tools that automated content creation through reasoning workflows and human-in-the-loop validation, replacing manual spreadsheets with intelligent authoring systems.
- Drove enterprise AI adoption across King’s game development ecosystem, piloting LLM tools (ChatGPT, Claude Code, Cursor) and enterprise knowledge platform (Glean), and scaling enterprise ChatGPT from pilot to 90% organizational DAU in 60 days through systematic enablement design (training, templates, champions program, usage dashboards).
- Co-owned the FTUE renovation roadmap, uniting core gameplay and player lifecycle workstreams; led problem framing, backlog creation, and prioritization with PM & Engineering, aligning milestones and KPIs across teams.
- Lifted top-spender revenue 3% by turning late-game (End-of-Content) progression into milestone-based celebrations that reinforce growth and mastery.
- Extended sessions 2% and drove 1.5% revenue uplift (200M+ MAU) by streamlining opt-in for Bonus Round(a post-loss continuation feature) and reducing decision friction.

Ubisoft

2020 – 2023

UX Designer — Hungry Shark World/ Hungry Shark Primal

- Designed the complete user experience from zero-to-one for Hungry Shark Primal, a new title developed by a 20-person skunkworks team within Ubisoft's mobile division, establishing foundational UX frameworks, player onboarding, and monetization flows from scratch.
- Increased ARPU by 18% vs. franchise benchmarks by designing progression and economy systems accessible to casual players yet deep enough for long-term engagement.
- Designed an endlessly replayable endgame mode to keep top-tier players engaged post-progression, extending session length and increasing long-term retention.
- Improved retention and revenue by designing a battle pass with clear progression and rewarding cadence for legacy players.
- Designed a modular shop system enabling operators to configure flexible IAP setups; accelerated live-ops delivery by reducing campaign setup time and improving targeting precision.
- Partnered with Data and PM to run player research, A/B testing, and playtesting, resolving UX friction in core gameplay loops.

EDUCATION

King's College London

BA Philosophy

University of the Arts: London

MA User Experience Design

Interaction Design Foundation

Human–Computer Interaction

UX Management & Strategy

CORE SKILLS

Product Strategy • UX/UI Design •

Interaction Design • Enterprise UX

& Internal Tools Design •

Prototyping • User Research • A/B

Testing • Usability Testing • Design

Systems • Accessibility •

Information Architecture • Design

Engineering • Data-Driven Design

SPECIALIZATIONS

Growth & Monetization • Games

as a Service (GaaS) • Freemium

Business Models • User

Onboarding & FTUE • User

Lifecycle Management •

Gamification • Engagement &

Retention Design • Loyalty

Programs • AI/ML Integration •

Process Optimization • Live Ops

Design • AI-Native Product

Design

TOOLS

Figma • Framer • Adobe Suite •

React • HTML • CSS • TypeScript •

Unity • Tableau • Cursor • Claude

• Supabase • Code CLI • MCPs •

ComfyUI • ChatGPT • Zapier • n8n

LANGUAGES

English

Chinese

Cantonese