Youhan Guan
| Senior UI/UX Designer

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Experience

Blackbird Interactive Inc.
Lead UI/UX Designer   2021-2024

- Co-pitched and led UI/UX design and implementation for *Earthless*.
- Researched target audience of the genre and conducted competitive analysis, integrated results with user-centred design approaches.
- Designed game and feature flow wireframes, created interactive prototypes in Figma. Delivered feature UX in design presentations and detailed docs to directors and team.
- Working closely with designers, engineers and artists, led feature development from concept to in-game completion through milestones and strike teams.
- Implemented adaptive UI visuals and animations in Unity using Canvas and Animator.
- Achieved significant media interest, with over 20k wishlists since Steam's NextFest.

UX Designer / UX Technical Designer   2019-2021

- Designed and implemented user-generated content editor UI/UX for *Crossfire: Legion*. Undertook user research, collecting feedback to comprehend both internal and external user needs, pain points, and preferences.
- Coded front-end features for *Minecraft Earth*'s live-ops, addressing user pain points.
- Designed and implemented *Hardspace: Shipbreaker*'s outgame UI/UX, evaluated game UI/UX accessbility and performance, implemented optimization solutions.

BANDAI NAMCO Studios Vancouver
UI Technical Artist   2017-2018

- Collaborated with engineers and designers to deliver UI panels and UI functionalities for the live-ops of *Tekken Mobile*.
- Created Unity UI prefab and panels based on the UI designer's mock-up and UX needs.
- Coded UI animation for an unnamed AAA mobile game. Created UI optimization guideline for the project and the studio.

Microsoft (client)
UX Designer and Developer   2017

- Working based on the existing prototype of Microsoft's location-based AR application, Muse Public Art App, collected user data and feedback in-field, re-designed the user persona and features based on user research.
- Refined UI, re-designed mock-ups and developed the front-end map interactions.

IBM Canada, Toronto, Ontario
UI/UX Design Intern   2014-2015

- Designed wireframes, visual mock-ups and illustrated visual elements for cross-platform applications from concepts to finished products. Catered to multiple products, such as **IBM Watson** and Incentive Compensation Management Desktop/Web Applications.

Projects

Earthless *- PC, Switch*
UI/UX Design, Tech Design | BBI

Hardspace: Shipbreaker *- PC, PS5, XBOX*
UI/UX Design, Front-end Dev | BBI

Minecraft Earth *- Mobile*
UI/UX Design, Front-end Dev | BBI

Crossfire: Legion *- PC*
UI/UX Design, Front-end Dev | BBI

Tekken Mobile *- Mobile*
UI Tech Art | Bandai Namco Studios

Unannounced *- Mobile*
UI Tech Art | Bandai Namco Studios

VR Theater *- Oculus Rift S | Quest*
Tech Lead | ACM SIGGRAPH

Holohoops *- Hololens*
AR Dev | Finger Food Studios

Muse Public Art App *- Mobile AR*
User Research, Front-end Dev | Microsoft

Longhouse 5.0 *- VR*
VR Dev | Toronto Metropolitan University

About Me

As a senior UI/UX Designer with 8 years of experience, I've led multiple products from concept to completion. Designing through research and empathy, I'm skilled at boosting user experience and expanding audience reach.

Education

Master of Digital Media   2017
Centre for Digital Media
University of British Columbia
Vancouver, BC, Canada
Master of Digital Media Scholarhsip

Specialized Honour B.A. Digital Media   2016
Lassonde School of Engineering, York University
Toronto, ON, Canada

Skills

Design and Art

UI/UX Design	Figma
User Research	Illustrator
User Testing	Photoshop
Prototyping	Digital Illustration

Tech Skills

Unity	XR Development
Unreal Engine	Git/Version Control
OOP	2D/3D Workflow
Database	Asset Creation

Programming Languages

C#, Swift, Java
HTML, CSS, JavaScript

Other Skills

Agile Development
Sprint Planning
Waterfall Development

Fluent in English and Madarin