

ALICIA FENG

UI/UX DESIGNER, ILLUSTRATOR

✉ TOCORVIDAY@GMAIL.COM

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🌐 CORVIDAY.NET

SKILLS

Design & Development

Sketch, Figma, Adobe Creative Suite (Photoshop, Illustrator), Procreate, Atlassian Suite, Sublime, GitHub, Abstract

Prototyping Tools

Principle, Framer, Processing, After Effects, Invision

Game Development

Processing, Twine, RenPy, Unity, RPGMaker MV, GameMaker 2

Languages/Coding Experience

[*fluent*] HTML5, CSS3/SCSS, JavaScript, jQuery, AngularJS, VueJS, P5.js, Java

[*familiar*] C#, Python, PHP, MySQL, ActionScript, MongoDB

RELEVANT EXPERIENCE

Art Lead, Visual Designer

Dots, LLC. - New York, NY
October 2019 - Present

Part of the "New Games" visual team producing fresh mobile game ideas to be tested, prepared, and optimized for performance and profit to be included in the Dots library.

Close collaboration with game designers, product, marketing, and engineers in the creation and iteration of gameboard mechanics, pieces, UI/UX, and other core game features.

Directed key visual aesthetics for various exploratory projects, including giving notes to 3D and technical artists on animation and 2D to 3D stylization, spearheading a massive revamp of old placeholder visuals for the gameboard, updating outdated game UI, determining mechanic theming, and more.

Created many concepts, key illustrations, vectors, moodboards, and interactive prototypes to breathe life into pitches.

Freelance Artist & Sole-Proprietor ("CORVIDAY")

May 2010 - Present

Graphic and illustrative work under an artist alias. Production of commissioned and original illustrations, animations, graphics, and printed goods for a variety of clients. Commerce and sales experience both in-person and as a registered online business.

Current/past clients include: *Supergiant Games, Riftweaver, Haunted Table Games, Tarot of Fear, Death In The Mouth*

RELEVANT EXPERIENCE (CONT.)

UI Designer

Amino Apps - New York, NY & Shanghai, China
December 2018 - October 2019

Fast paced and iterative UI/UX design work focused on improving and exploring new features for an innovative social experience. Intensive cross-continental coordination and communication with product, tech, content, and brand/marketing teams to obtain necessary feedback to make strategic decisions aiding the company's rebrand towards a more mature "gamified" aesthetic.

Work included lo-fi to hi-fi mockups accompanied by animated and/or interactive prototypes to demonstrate the usability of features, as well as the creation of a comprehensive design system and global style guide multiple teams could use.

Creation of various graphics, icons, and animations (Principle, Sketch, After Effects) for both test and production builds, as well as promotional and pitch materials.

UI/UX Product Designer & Programmer

Warner Bros. Digital Labs, New York, NY
June 2016 - November 2018

Focused on iterative UI/UX teamwork around various WBDL streaming products (*DC Universe, DramaFever, Warner Archive*), including researching, designing, prototyping, and presenting lo-fi to hi-fi core features to internal and external stakeholders.

Implementation and management of a team-wide source controlled design system to help improve communication, coordination, and collaboration with product and development teams across multiple platforms and breakpoints.

Multi-disciplined work in both design and programming, executing design compositions through both prototypes and production code.

EDUCATION

New York University, New York, NY

B.A. in Psychology

Minor in Computer Programming & Studio Art

May 2016

