

HANJIE TANG

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EXPERIENCE

Chief Creative Officer | [Magicworks Inc.](#)

May 2018 - Present, PALO ALTO, CA

Led art and UX design for mobile games.

Led a/b testing, UX optimization for Merge Car Billionaire to improve day 1 retention from 24% to 50%.

As the product owner for Merge Car, I was responsible for keeping artists, designers, and engineers in seamless collaboration, and driving quick prototyping and iterations.

Co-founder / Art Director | [Narvalous Inc.](#)

Oct 2010 - Nov 2018, PALO ALTO, CA

Directed the art for vCruise, a social fashion/decoration game known for empowering player creativity. Conceptualized and animated a vector based avatar system, illustrated hundreds of outfits.(3MM organic players)

Led user research, UX optimization, and user acquisition for publishing Wartune on Facebook. Helped the struggling game to turn profitable within 1 month, and eventually reach \$5 millions monthly revenue on Facebook platform.

Associate Art Director | [Disney Interactive](#)

Jul 2010 - Sep 2010, Mountain View, CA

Managed central art service team through Jira, closely supported developers and game designers for 10+ in-house games.

Oversaw third party art resources for legacy titles.

Art Director | [Playdom Inc.](#)

Nov 2008 - Jul 2010, Mountain View, CA

Directed art for hit titles such as Mobsters(Top grossing game on Myspace, 15 millions players), Overdrive, Sorority Life, and Mobsters 2. Responsible for establishing art style and visual guidelines.

Worked closely with product managers and engineers to ensure that all needs for art assets were fulfilled on time while maintaining consistent high quality.

Lead Artist | [Rockyou!](#)

Nov 2007 - Oct 2008, Redwood City, CA

Created art and UI for Birthday Cards which became the second most popular app (55 Millions MAU) on Facebook platform in 2008.

Led the creation of vector art assets for hit FB apps such as XMe, SpeedRacing, and Pieces of Flair.

HIGHLIGHTS

12 years of hands-on experience with game art and design.

Extensive experience with international partners, especially Chinese companies. Bilingual in English and Mandarin.

Proven track record in leading art teams to get things done / ship products on time, in consistent outstanding quality.

Iterated MMORPG game UX/UI to achieve 2x ROI, 5x Revenue within 1 month.

Experienced with working closely with cross-functional team members.

EDUCATION

[University of California, Davis](#)

B.A., Design,

B.A., Studio Art

Aug 2003 - Jun 2007, Davis, CA

SELECTED AWARDS

IndiePrize 2017 USA Best Creative Design / Clash of Magic (VR)

Facebook Game of the Year Editor's Pick 2013 / Wartune

Second North America Startup Competition 1st Prize / vCruise