

HANJIE TANG

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EXPERIENCE

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

May 2018 - Present, PALO ALTO, CA

Led the art direction of the company branding and game art.

Hands-on with UI & UX design for mobile and PC titles. Led a/b testing, UX optimization to improve day 1 retention to 50-60%.

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

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

Oct 2010 - Nov 2018, PALO ALTO, CA

Designed the art and UX for vCruise. Created the avatar system, UI, UGC store.

Managed UGC community, incentivized and empowered user creativity.

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.

Associate Art Director | [Disney Interactive](#)

Jul 2010 - Sep 2010, Mountain View, CA

Managed central art service team for 10+ in-house games.

Managed third party art resources for legacy titles.

Art Director | [Playdom Inc.](#)

Nov 2008 - Jul 2010, Mountain View, CA

Directed art and UI for hit titles such as Mobsters(#1 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 high quality.

Lead Artist | [Rockyou!](#)

Nov 2007 - Oct 2008, Redwood City, CA

Responsible for UI and art for Birthday Cards. (#2 app on Facebook 2008)

Led UI and art for hit Facebook apps such as XMe, Superwall Graffiti, SpeedRacing, and Pieces of Flair.

HIGHLIGHTS

10 years of game art and UX design experience.

Great team player who thrives in a collaborative environment.

Experienced with working closely with cross-functional team members.

Passionate about pursuing best results through constant user research and iterations.

Iterated mobile game UX flow to reach 30% higher retention.

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

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