

HANJIE TANG

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EXPERIENCE

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

May 2018 - Present, PALO ALTO, CA

Led UI & UX design for mobile and PC games. Led a/b testing, UX optimization for Merge Car Billionaire to improve day 1 retention from 24% to 50%.

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

Directed the art and UX for vCruise, a social game known for empowering player creativity with UGC market and community. (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 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 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 consistent high quality.

Lead Artist | [Rockyou!](#)

Nov 2007 - Oct 2008, Redwood City, CA

Designed UI and art for Birthday Cards which became the second most popular app on Facebook platform in 2008.

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

HIGHLIGHTS

10 years of game art and UX design experience.

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

Iterated mobile game UX flow based on data analytics and user centered design approach, improved retention by 50%.

Great team player who thrives in a collaborative environment.

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

- Designed and produced a female-player-oriented large-scale mmo social decoration and fashion game from concept to launch and 5+ years of liveops.
- Achieved millions of user base with almost zero marketing budget.