

EXPERIENCE

King (Microsoft, formerly Activision Blizzard) 2023 – Present

UX Designer — Candy Crush Saga

- Transformed onboarding for 1M+ daily new players — Led FTUE redesign to eliminate friction, accelerate time-to-value, and improve comprehension, driving +5% D1–D7 retention and +3% early revenue.
- Leading UX for “Quantum” — Candy Crush’s first major core mechanic evolution in 12 years, introducing tap/swipe specials to 200M+ MAU. Led a multi-layered adoption strategy (interactive sandbox tutorial, tutorialized loading screens, progressive hinting) to shift decade-old player mental models despite legacy technical constraints.
- Designed progression systems that increased high spender revenue 3% — Transformed end-of-content experience into milestone-based journey that celebrates mastery, reinforcing investment and loyalty for top spenders.
- Optimized post-loss recovery flow for 200M+ MAU — Redesigned Bonus Round opt-in to reduce cognitive load and decision fatigue, extending sessions by 2% and lifting revenue 1.5%.
- Pioneered AI-powered internal design tooling — Led end-to-end design of an internal B2B2C authoring platform, replacing manual workflows with intelligent assistance and improving level designer efficiency by 25% through automated validation, contextual guidance, and standardized design patterns.
- Championed enterprise AI transformation — Led cross-functional onboarding of generative AI across King, taking ChatGPT from pilot to 95% organizational adoption in 60 days by defining role-specific use cases, enabling non-technical teams, and elevating design craft through AI-assisted prototyping workflows using Cursor, Claude Code, and Figma Make.

Ubisoft 2020 – 2023

UX Designer — Hungry Shark World/ Hungry Shark Primal

- Designed monetization systems that exceeded franchise benchmarks by 18% ARPU — Created progression and economy mechanics that balanced casual accessibility with long-term engagement depth.
- Solved retention cliff with innovative endgame design — Designed an infinitely replayable mode that sustained engagement post-progression, significantly extending player LTV.
- Achieved 80% tutorial completion rate — Redesigned onboarding for Hungry Shark Primal to teach through play rather than instruction, removing traditional FTUE barriers.
- Increased legacy player spending through battle pass design — Created progression system with compelling pacing and reward schedules that resonated with core audience.
- Built flexible live-ops infrastructure — Designed modular shop architecture enabling rapid campaign deployment and precise player segmentation, reducing setup time by 40%.
- Partnered with Data and PM to run player research, A/B testing, and playtesting, resolving UX friction in core gameplay loops.

EDUCATION

King’s College London

BA Philosophy

University of the Arts: London

MA User Experience Design

Interaction Design Foundation

Human–Computer Interaction

UX Management & Strategy

CORE COMPETENCIES

Product Strategy • UX/UI Design • Enterprise UX & Internal Tools • User Research & Testing • Design Systems • Cross-Functional Leadership • Prototyping • Accessibility •

DOMAIN EXPERTISE

Growth & Monetization • Games as a Service (GaaS) • Freemium Business Models • User Onboarding & FTUE • User Lifecycle Management • Gamification • Engagement & Retention Design • Loyalty Programs • Live Operations

TOOLS

Design & Prototyping

Figma • Framer • Adobe Suite • Unity

AI & Automation

Claude Code • Codex • Cursor • Gemini • ChatGPT • MCPs • ComfyUI • n8n

Development

React • HTML • CSS • Typescript

LANGUAGES

English
Chinese
Cantonese