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# SALTER LIU

## UI/UX DESIGNER

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## SKILLS

- Photoshop, Illustrator, After Effects, Maya, Substance Painter, Spine, Sketch, Principle, Figma, Unity.

## EXPERIENCES

- Zynga**  
07/2019 - Current  
San Francisco  
**UX Designer – Words With Friends**
  - Work as the main UX designer for the whole reward vector system, including several bold beat features like Stickers, Inventory and Collection, contribute in boosting 30k/day IAP Revenue.
  - Set up UI/UX design guideline and components library with UX team to streamline design work.
  - Work as the UI Artist to create UI assets that matches the unique visual style of WWF.
- New York University**  
09/2018 – 07/2019  
New York  
**Visual Design Teaching Assistance**
  - Instruct students on their game projects from aspects including UI/UX design, 2D animation, visual concept, motion graphic.
- Tencent**  
06/2018 - 08/2018  
Shanghai  
**Game UX Design Intern**
  - Design and playtest the unique facial interaction UX using ARKit 2.0 for iOS 12.
  - Create UX design concept based on different gameplay of each level. Create 3D UI assets based on design document for game 3D UI features.
  - Collaborate with engineering to ensure UI assets are authored to hit rendering performance targets.
- Moe Stone Mobile Game**  
09/2016 - 07/2017  
Beijing  
**Lead UI Artist**
  - Create 2D casual style UI elements for more than 10 interfaces of a story-driven simulation game. Finish most of the game art, produce concepts and prototypes.
  - Translate task system and craft system into interfaces by producing flow charts and prototypes.
  - Conduct user tests and interviews, identify user behavior to optimize user experience.
- Alibaba Group**  
06/2015 - 09/2015  
Hangzhou  
**UI/UX Design Intern**
  - Produce UI/UX design and interactive prototypes for B2B e-commerce website: alibaba.com.
  - incorporate usability testing feedback, optimize user education flow for the new website version.
  - Work closely with PM, redesign the user flow and interfaces of merchandise region selector.

## EDUCATION

- 08/2017 – 05/2019  
New York  
**Master of Fine Arts** in Game Design  
New York University
- 08/2012 – 07/2016  
Beijing  
**Bachelor of Arts** in Interaction Art & Design  
Tsinghua University

## INTERESTS

- Sketch when traveling around, pet my cat, tell bad jokes and team up in esports games with my friends.

