

# Helen Zhang

## UI / UX Designer

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**Adaptable, analytical, and artistic** games industry veteran with over a decade of professional experience across **mobile, web, desktop, and console** platforms. Adept at working in cross-disciplinary teams to bring ideas from concept to completion.

### EXPERIENCE

#### **SENIOR UI ARTIST AND SENIOR 2D ARTIST**

##### **BACKFLIP STUDIOS; BOULDER CO 2013 - 2019**

**Lead UI Artist**, DragonVale (2014-2018)

**Principal Artist**, DragonVale Pop (2014)

- Senior 2D Artist**, SpellFall (2013), NinJump Rooftops (2013), Ninjump Smash (2014), Unannounced Mobile Project (2019)
- Created UI assets, concept art, 2D characters, logos, icons, wireframes, and prototypes for multiple mobile game projects.
  - Led redesign of DragonVale's entire user interface, recreating, simplifying, and unifying hundreds of icons and assets.
  - Pitched UX improvements to project stakeholders, supporting ideas with sketches, storyboards, prototypes, playtests, and data.
  - Established more efficient workflows with re-usable, linked Photoshop templates exported with the generator tool.
  - Provided training and art direction to other UI Artists while maintaining a style guide and onboarding documentation.
  - Collaborated extensively with Game Designers and Engineers to ensure on-spec, correctly implemented deliverables.

#### **SENIOR ARTIST**

##### **ZYNGA; BALTIMORE, MD 2009 - 2013**

- Produced low-poly 3D models, textures, and basic rigging/animation for browser-based social game CityVille 2.
- Created 2D concepts, vector illustration, icons, and Flash animations for top-grossing social game FrontierVille, earning \$4M in a single weekend with Mystery Animals feature.
- Established and documented 2D and 3D asset pipelines, informing art tool creation and training other artists in processes.
- Implemented art assets in XML and used creative problem solving skills to troubleshoot technical hurdles and art errors.
- Worked with remote teams in San Francisco, CA and Austin, TX.

#### **CREATIVE MANAGER**

##### **BENXING ENTERTAINMENT; COLUMBIA, MD 2009**

- Led a four-person team to create and maintain Bamboo Bunch, a browser-based children's MMO made with Unity.
- Provided art direction, concept art, 3D texturing, website design (HTML/CSS), branding, marketing, and task management.

### SKILLS

#### **Visual Design**

UI Design  
Illustration  
Concept Art  
Animation  
3D Art

Art Direction

#### **UX Methods**

User Research  
Personas  
Storyboarding  
Wireframing  
Prototyping  
Usability Testing

### TOOLS

Sketch  
Photoshop  
Illustrator  
inDesign  
InVision  
Marvel App  
After Effects  
WordPress  
HTML/CSS  
3DS Max  
Unity  
Agile  
Development  
JIRA

### EDUCATION

#### **UNIVERSITY OF MARYLAND, BALTIMORE COUNTY**

Bachelor of Arts: Animation - 2005-2009  
GPA: 3.97 / 4.0 - Summa Cum Laude  
Linehan Artist Scholar: Full ride scholarship to pursue visual arts at UMBC  
Imaging Research Center Fellow: \$10000 award for outstanding performance in visual arts & technology

### AWARDS & CERTIFICATES

#### **UI/UX DESIGN CERTIFICATION: BOULDER DIGITAL ARTS (2020)**

Redesigned EWG's Healthy Living app, using UX methodologies with Sketch and InVision.

#### **1ST PLACE GROUP HACKATHON WINNER, ZYNGA (2012)**

Principal Artist: graphics and animation for a Match-3 game with pixel art aesthetics

#### **1ST PLACE INDIVIDUAL HACKATHON WINNER, ZYNGA (2012)**

Character art category: character design concepts with Minecraft-like theming