



SHEN HAO (SEAN) CHANG

SENIOR UX DESIGNER

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EXPERIENCE

Senior UX Designer | Pocket Gems | JANUARY 2019 TO AUGUST 2026

Product Strategy & Systems: Led the redesign of in-game WebView experiences, monetization flows, and navigation systems for *War Dragons*, partnering with the UX Director to architect and launch a unified navigation design system. Established design review processes, mentored junior designers, and contributed to a **10%** increase in early player retention, a **27%** increase in ARPDAU, and a **30%** increase in time spent.

0-to-1 Product Design & AI-Assisted Prototyping: Led UX/UI for *Episode: Reality Stars* from early concept and prototyping through launch, contributing to strong Day-1 retention, increased conversion, and peak rankings of **#35** in U.S. Free Apps and **#79** Top Grossing. Integrated Claude and generative AI into the design workflow to accelerate concept exploration, asset generation, rapid prototyping, and Unity UI/UX problem-solving.

User Research, Experimentation & Player Engagement: Led user research, usability testing, competitive benchmarking, and iterative design improvements to overhaul *War Dragons* event flows, resulting in over **88%** positive player feedback in global user surveys. Used player behavior, product data, and testing insights to refine engagement and retention experiences.

UI/UX Designer | Pocket Gems | MARCH 2015 TO JANUARY 2019

End-to-End Feature Design: Owned core feature development for *War Dragons* from high-level user flows through high-fidelity visual design and Unity UI implementation, contributing to a live product that maintained a **Top 25** ranking among U.S. iPhone games.

Live Operations & Events: Designed and supported in-game WebView experiences for weekly live events, helping drive ongoing player engagement and event monetization.

Competitive Research & Optimization: Conducted competitive research and analyzed user flows, game economies, and gameplay systems to identify opportunities to improve the live game experience.

UI/UX Designer | Fifth Column Games | MARCH 2012 TO JANUARY 2015

Game UI & Asset Production: Designed, built, and integrated in-game UI components and visual assets across multiple launched mobile titles.

Brand & Visual Design: Created logos, pitch decks, advertising systems, and performance-focused ad banners across game and marketing initiatives.

SKILLS

UX & Product: Product Strategy, Interaction Design, Feature Design, Design Systems, User Research, Usability Testing

Prototyping & AI: Interactive Prototyping, Design-to-Code, Unity UI/UX, AI-Assisted Prototyping (Claude, GenAI)

Game & Growth: Game UX, Live Service, Monetization, Player Engagement, Visual Design

EDUCATION

Academy of Art University
MFA, Graphic Design
USA

Chinese Culture University
BS, ADVERTISING
TAIWAN

TOOLS

Figma, Sketch, Porto.io, Photoshop,
Illustrator, After Effects, Indesign, Unity,
Claude

HONORS

Selected as one of the top 100 new
creatives in CMYK #52

Named Print Communication Winner in
ADAA (Adobe Design Achievement
Award)

Selected for the 2010 Brand New Awards