

MELODY SENG

DESIGNER & CRAFTER OF EXPERIENCES



 melodyxd@gmail.com  www.melwang.com

SKILLS

DESIGN

- › Adobe Photoshop, Illustrator, AfterEffects, InDesign, XD
- › Figma / Sketch
- › Principle / InVision
- › Omnigraffle

DATA

- › Google Analytics / Data Studio
- › Tableau
- › Optimizely
- › Mouseflow

DEVELOP

- › JIRA / Asana / Pivotal
- › Confluence / Google Suite / Microsoft Suite
- › Agile / SCRUM / Kanban
- › HTML / JS
- › CSS / SASS
- › C / C++ / Java

LANGUAGES

- › English
- › Mandarin Chinese

EDUCATION

University of California, Davis

B.A., Design - Visual Communication
Minor in Computer Science

ACCOLADES

Excellence in Design Award

UC Davis, June 10, 2010

EXPERIENCE

LEAD DESIGNER

Blizzard Entertainment | Irvine, CA | Aug '18 - Current

- › Lead a team of 3-4 designers on the Battle.net web product, with a focus on the Shop and Ecommerce platform experiences and Battle.net design systems
- › Launched a website rebrand including a new design & code component library
- › Kicked off large design discovery efforts for the Shop, Battle.net website redesign, and MTX platform
- › Introduced human-centered design and design thinking to the team through research, workshop facilitation, and dual track product design methodology to improve design maturity from zero embedded designers to full integration
- › Managed resources, planning, and design operations for design, and practiced career goal setting and situational leadership with my designers

CREATIVE DIRECTOR

Bake450 | San Francisco, CA | May '12 - Aug '17

- › Produced & designed four games featured on the Apple App Store, including our flagship title Bread Kittens which garnered over 45k 5-star reviews
- › Forged user experiences, prototypes, interfaces, illustrations and marketing visuals for the studio's entire portfolio of mobile games
- › Oversaw art direction, game design, data, balance, and monetization strategies
- › Established style guides and managed assets from third party studios

LEAD PRODUCT MANAGER, DESIGNER (MOBILE)

Globant | San Francisco, CA | Nov '11 - May '12

- › Consulted for clients such as Zynga, Gaia, IMVU, GREE, GSN, Rakuten and Salesforce on large-scale, time sensitive mobile, web, and enterprise projects
- › Conducted weekly review sessions with all product designers to facilitate critiques, ensure deliverables met standards, and encourage innovation

PRODUCT DESIGN MANAGER

Nextive | San Francisco, CA | Nov '10 - Nov '11

- › Worked with clients such as EnergyStar and Yahoo!
- › Drafted wireframes, storyboards, mockups, prototypes, and final visuals for projects and project proposals

EXTRACURRICULARS

VOLUNTEER MENTOR, TREASURER

Talent Loves Us | San Francisco, CA | Sept '14 - August '18

- › TLU is a 501(c)(3) non-profit organization aiming to help young designers and transitioning design professionals network and learn from mentors