

Emma Wang

Sr Product Designer



Portfolio

ewangux@gmail.com

917-862-8836

Skills

Tools

Figma, Claude Code/Design, ChatGPT, Github, Unity, Miro, Jira

Design

Growth Design, Monetization, Gamification, Product Discovery, Interaction Design, Information Architecture, Design Systems, Prototyping, Cross-platform UX, Motion Design

Research

User Research, User Interviews, Usability Testing, A/B Testing, Data-informed Design, Rapid Validation

Education

MFA Game Design 2016
New York University

BFA Game Art & Design 2013
Beijing Film Academy

8+ years of experience designing growth, engagement, and complex systems for live consumer products. Skilled at turning complex product and business requirements into intuitive, data-informed experiences across mobile, web, and PC. Experienced in 0-to-1 design, cross-functional leadership, and AI-assisted product development.

Experience

Product Designer (Part-time) | AdeptLR

2026 - Present

Lead product design for an LSAT prep SaaS platform, partnering directly with the founder to improve onboarding, subscription, conversion, and core product experiences while integrating AI into research, ideation, and rapid design iteration.

- **Growth & Conversion:** Redesigned onboarding, pricing, trial, and upgrade flows to reduce friction and simplify subscription decision-making, balancing conversion goals with transparency and user trust.
- **Product UX:** Defined and iterated end-to-end user flows from account creation through subscription and product entry, while exploring performance analytics that turn practice data into clearer progress, weakness diagnosis, and next-step guidance.

Senior UX Designer | Electronic Arts

2019 - 2024

Led end-to-end product design across two of EA's top-performing live products, *Covet Fashion* and *Star Wars: Galaxy of Heroes*, driving iterative product development in agile environments.

- **Growth & Monetization:** Designed subscription, bundling, reward, gifting, and commerce experiences that connected user motivation with business outcomes. Gifting contributed 15.7% of weekly revenue, while a store redesign increased promotion CTR by 37% among light spenders.
- **Social & Engagement:** Designed referral, gifting, team coordination, onboarding, and progression experiences across the player lifecycle. The referral program drove 2.3% of organic installs and 118% higher Day 1 retention among referred users; an onboarding redesign increased completion by 6%.
- **Complex Systems UX:** Simplified high-density live-service systems through scalable information architecture, reusable interaction patterns, and iterative UX improvements informed by product data and player behavior.
- **Cross-Platform & Design Systems:** Helped extend mobile experiences to PC through unified identity and scalable UI patterns; built UI libraries, documentation, and AI-assisted design workflows to improve consistency and iteration speed.

UI/UX Designer | NetEase

2017 - 2019

Designed end-to-end UX for *Crusaders of Light*, a large-scale cross-platform live game, spanning social, monetization, commerce, and live-operations experiences.

- **0-to-1 Product Design:** Led design across social, monetization, and commerce experiences from concept to launch. Redesigned commerce and promotional experiences, increasing new-player conversion by 25% while improving content discoverability.
- **Cross-Platform Systems:** Established scalable UI patterns and localization standards across mobile and desktop platforms, enabling efficient multi-region releases and a consistent cross-platform experience.

Creative Director, Co-founder | LunaFive

2016 - 2017

Co-founded a game studio and led the creative direction of two mobile titles, *COGNITION* and *Spin_Cycle*, featured by Apple in 130+ countries.

- **End-to-End Product Design:** Led product, art and marketing efforts across the full product lifecycle from early concept and prototyping to launch and post-release support.
- **Rapid Prototyping:** Designed and tested 13+ prototypes in Unity/C#, using rapid iteration to validate gameplay and interaction concepts; two evolved into globally featured products.