

Yiwei Wang

Gamification designer / Business partner

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Work Experience

Business Partner @ D Tec Design Consulting

April 2022 - Now, Based in Shanghai

- Managed the bidding process, evaluating proposals and leading the team in researching and creating demos for selected projects.
- Conducted presentations at bidding meetings and maintained long-term communication with clients' key decision-makers to secure successful bids.
- Conducted presentations at bidding meetings and maintained long-term communication with clients' key decision-makers to secure successful bids. Participated in 18 bidding processes throughout 2022, securing contracts in 7 instances.
- Established and led a specialized design team with a focus on art outsourcing for major gaming companies such as Tencent IGE, NetEase Games, etc.
- Through my strategic business negotiations, the newly formed team contributed to 60% of the company's total revenue, marking a significant achievement in expanding our business and revenue streams.

Game interaction designer @ Netease game

Oct 2020 - April 2022, Based in Shanghai

- Served as a UX Designer for the overseas server of the Tom and Jerry project (an asymmetrical competitive game), focusing on game design tailored for users in Japan, South Korea, Europe, and US.
- Conducted extensive research on competing products in international markets. Optimized and streamlined the [In-Game Social System] through multiple design iterations. The improvements were well-received by Japanese players, leading to an increase in the app store rating from 4.2 to 4.4.
- Analyzed the national server's payment link, including currency system and in-game payment path logic. Identified issues causing reduced payment rates, restructured the payment link, and made iterative changes. Resulted in 3% monthly payment increase.

Ux designer, Intern @ Godaddy

June 2020 - Oct 2020, Based in Shanghai

- Analyzed competitors in Mainland China, understanding Chinese users' preferences for domain name products. I participated in and supported localized research for GoDaddy Lite, ensuring market entry by aligning product offerings with the specific needs of local user base.
- Worked closely with PM, actively enhancing the [Domain Name Valuation] function through iterative design improvements. Resulting in an 8% increase in user interaction rates.

Education

University of the arts London

MA Interaction design communication

9.2019 - 12.2020

(Received the certificate in 3.2021)

Huazhong Agricultural University

BA Visual Communication Design

9.2015 - 2019.6

Minor Landscape Architecture

9.2016 - 9.2018

Exhibition

London Design Festival, 2020

Technical Designer, <Consonance Call>

I contributed as a technical designer to develop the sound connection feature for this installation, enabling long-term sound storage on the web for both online and offline.

V&A Museum Friday Late, 2019

Team Lead, <Collapse>

This VR home simulator was exhibited at the V&A Museum. I led animation and Unity development and coordinated with organizers, confirming venue details and arranging lighting props to enhance our presentation.

Skills

Design Expertise

Experienced in employing the double diamond design model, addressing pain points logically. Strong prototyping skills ensure seamless user experiences, enhancing product usability.

Technical Proficiency

Adept in using tools like Arduino, Unity for intelligent product development, and creating diverse 2D, 3D, and VR game demos.

Client Relationship Management

Skilled in nurturing lasting client relations, ensuring client needs post-bid while safeguarding our interests and values.

User-Centric Approach

Proficient in translating user research into client needs, captivating clients with storytelling during pitches.