

## CONTACT

www.bernicekahay.com  
bernicekahay@gmail.com  
415-608-0068

## SKILLS

UX Design  
Visual Design  
User Research  
Prototyping  
Wireframing  
Accessibility  
Web Design  
Interaction Design  
User Interviews  
Design Systems  
Usability Testing  
Task Analysis

## TOOLS

### Design

Figma, Invision, Sketch  
Adobe XD, Photoshop,  
Illustrator, Miro, Protopie

### Development

HTML, CSS, Javascript,  
Jquery, CocosBuilder,  
Unity

## EDUCATION

### University of California, Berkeley

B.A. in English, Class of 2018

# Bernice Ka Hay Wong

## Product & User Experience Designer

## EXPERIENCE

### Zynga

March 2021 - Present

#### Senior UX Designer

Lead the end-to-end design of features on *Words With Friends*, creating wires, flows, and prototypes based on user-centric metrics of success. Transitioned UX team to an unannounced project by spearheading teamwide Unity training, documenting best practices, and establishing new collaborative workflows between UX and partner disciplines to enable successful UI implementation. Mentored teammates and delivered high quality design artifacts championing inclusion and accessibility.

### Pixelberry Studios

Feb 2019 - March 2021

#### UX Designer

Created flows, prototypes, animations, and final visuals to launch a storefront redesign and VIP subscription system in *Choices: Stories You Play*. Collaborated with stakeholders to push UX/UI improvements, future-proof features, conduct user interviews, improve accessibility, and smoothen development processes. Standardized UX documentation, maintained library systems, and aided hiring process.

### NetEase Games

Aug 2018 - Jan 2019

#### UX/UI Designer

Redesigned in-game features for *Mage Supreme*, a mobile battle royale game that soft-launched in 2 countries. Led initiatives to revise existing flows with user researchers and game designers to improve navigation, usability, and design consistency. Created UI and animations for key screens and implemented designs from concept to polish.

## COMMUNITY

### Co-lead | zPride, Zynga's LGBTQIA2s+ Employee Resource Group 2023

Lead zPride's leadership board to launch Zynga's largest Play With Pride celebration featuring a website, 15 game studio activations, spotlights, and social celebrations.

### Speaker | GRUX Online Conference 2020

"Why Looking at Non-Games Makes For Better Games UX"

### Speaker | PAX West 2019, PAX Online 2020

Spoke about getting into the games industry and the lessons learned.

### Mentor | Cal Women in Gaming 2019-2023

Mentored UC Berkeley students interested in UX in the video games industry.

### Course Instructor | Magic: the Gathering Decal 2017

Taught a 1 unit Magic: the Gathering course to 40 UC Berkeley students.