Leon Zeng

UX/Game Designer

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🌐 **portfolio:** leonzeng.com

Experience

Swivel / Anoo Concept Inc.
UI/UX Design Intern
Apr 2023 - Sep 2023

Designed a sound-based mobile game for the Digital Wellness Centre at MyStride, creating **team design documents, user flows, and prototypes.**

Revamped existing game Droodles by **auditing and implementing player feedback,** creating a **player-focused experience** by allowing players to communicate with the design team directly.

Created animations and product videos, and worked on the landing page design for transit company RideCo.

UWaterloo Haptics Lab
UI/UX Designer
Sep 2022 - April 2023

Worked closely with other Games Institute researchers to create a **Visual and Interaction Design revamp** of the UW HX Lab's Haptiverse.

Analyzed user journeys through **cognitive walkthroughs,** and **created an interactive prototype in Figma.**

Led **user research** and **created personas** to help cater the new designs towards targeted user groups.

BitSwap Exchange
Web Designer
Apr 2021 - Sep 2021

Designed landing pages and a web app, enabling over **$4 million in trading volume**, over **5000 registered users**, and a **$10M valuation within two months.**

Led **design critiques** and wrote blog posts to **facilitate onboarding** for new users and investors.

PogPoints
Product Designer
Feb 2021 - March 2021

Conceptualized and designed an app to gamify audience interaction with their favorite streamers through fun reward distribution using Twitch's Channel Points API.

Education

University of Waterloo
B.A Communication Arts and Design
Sept 2021 - Apr 2026

Skills

Interaction Design	Figma	Wireframing
Game Design	Adobe Suite	Prototyping
Visual Design	FL Studio	User Research