



Zhengao Mei / 梅峥傲

01/04/1991

LANGUAGE

Chinese Mandarin

English

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EDUCATION

Savannah College of Art and Design (SCAD)

MA Interactive design and game development, 2021

China Central Academy of Fine Arts(CAFA)

BFA Experiment media, 2014

EXPERIENCE

BoomingTech

Oct 2022 - Now

UI/UX team lead

- Exploring UI style in the development project, establishing guidelines, organizing assets, and formulating a reasonable workflow based on the characteristics of the current project
- Designed a new Launcher for *Conqueror'sBlade*, which has been widely praised by players.
- Designing the player account management page and the backend management system
- Designing the UI for engine tools, defining the product VI system, optimizing usage processes, establishing a component library, and improving workflow tools
- Responsible for developing a UI editor from scratch, including product design, interaction visuals, and creating a unique UI production process for the company
- Establish an AI-driven workflow to accelerate the batch processing of icon assets and early-stage concept exploration assets.

NetEast Game

Feb 2021 - Apr 2022

UI/UX Designer

I have participated in the projects *Marvel Rivals* and *FragPunk*. I conducted team training on UI production using Unreal Engine, established UI interaction standards, organized standardized UI assets, explored stylistic concepts, and achieved technical breakthroughs.

The Marvel hero showcase page, which I led the design for, has received worldwide acclaim from players

We Live Studio

Aug 2014 - Jun 2016

Art Director

Collaborated on APP for air pollution Detection device prototype. Designed data display for mobile phone. The concept was created for the Interactive Beijing Design Week Competition of 2013 themed "Our air! Our responsibility". Collaborated with the hardware company to create the product.

ABOUT ME

I excel at cinematic presentation, using camera transitions to convey information and enhance immersion. Proficient with game engine tools, allowing you to quickly build demos to showcase design concepts. A strong ability to analyze feedback data to uncover users' fundamental needs and identify core issues. With experience in UI design across various product types, approach design problems from different perspectives. Like to try new things and face challenges positively

SOFTWARE

Figma, Photoshop, Illustrator, After effects, Unreal Engine, Midjourney, Stable diffusion