

SO YEON HWANG

UX/UI Designer

+1 408-642-4865 @ hwangsoyeon0916@gmail.com <https://www.soyeonhwang.com>

San Jose, CA

EXPERIENCE

Game UX Designer

NC SOFT

01/2021 - Present Seoul, South Korea

NC SOFT is a leading South Korean game development and publishing company known for its highly successful MMORPG titles, including Lineage and Guild Wars, and its pioneering role in the online gaming industry.

- UX/UI owner for live-service MMORPGs Lineage2M and Aion2, designing immersive interfaces that enhance player engagement and gameplay experience, using Unreal Engine for rapid prototyping and iteration.
- Collaborated with artists, programmers, and creative directors in a fast-paced game development environment to ensure cohesive, player-focused designs aligned with both aesthetic and gameplay objectives.
- Conducted usability assessments and developed scalable design systems tailored to live-service games, continually refining user flows based on player feedback and engagement data.

Game UX Designer

Round Planet

01/2020 - 12/2020 Seoul, South Korea

Round Planet, originally established as Pathfinder8 in 2015, was a South Korean game company renowned for its expertise in mobile MMORPG development, including titles like Kaiser and Egon, and recognized for attracting significant early investment and talent from industry leaders.

- Designed and implemented tailored UX/UI systems for Egon, collaborating closely with artists and programmers to ensure seamless integration across various gameplay elements.
- Led UX System Design initiatives within the studio pipeline, standardizing processes and enhancing design consistency for optimal user interaction.
- Leveraged Unity Engine to create user-centric interfaces on Egon, focusing on intuitive controls and immersive gameplay to support project goals in a dynamic development setting.

PROJECTS

Lineage 2M

12/2022 - 07/2024 NC SOFT

<https://lineage2m.plaync.com>

Lineage 2M is a mobile MMORPG with over 1 million users, bringing the iconic Lineage series—famous for its fantasy lore, large-scale PvP battles, and immersive open-world environments—to mobile with state-of-the-art graphics and seamless gameplay.

- Developed and designed a new clan system for Lineage 2M, enabling users to form groups and engage in tailored activities, enhancing social interaction and in-game engagement through user-centered UX/UI.
- Compiled, proposed, and implemented UX/UI for subscription-based services as part of the Business Model, creating intuitive interfaces that integrate seamlessly with the game's features and improve user retention.

Aion2

01/2021 - 12/2021 NC SOFT

<https://aion2.plaync.com/>

Aion2 is a fantasy MMORPG with 440,000 users, building on the Aion series' renowned lore, expansive world, and signature aerial combat, and delivering immersive character customization and exploration on mobile platforms.

- Designed a user-friendly inventory system, prioritizing convenience to streamline item management and enhance player experience.
- Revamped HUD item slots with a focus on intuitive design, improving players' item usage and gameplay through strategic UX/UI for optimal accessibility.

SKILLS

Adobe

Illustrator Photoshop After Effects

Premiere Pro

Design

User Research Usability Studies

Mobile_First Design Wireframing

Visual Design Prototyping

Figma

EDUCATION

B.A in Media Communication (Conc. UX/UI)

Kwangwoon University

GPA

3.84 / 4.0

01/2014 - 08/2019

Seoul, South Korea

M.A in Interaction Design & Interactive Art

Cal State University East Bay

GPA

- / -

08/2024 - Present

Hayward, CA

TRAINING / COURSES

UX/UI Plan and Design

Kwangwoon University - 2019, Grade A+

Computer Graphics Design

Kwangwoon University - 2017, Grade A

App Development : Theory and Practice

Kwangwoon University - 2017, Grade A+

Screen-Based Interaction

California State University East Bay - 2024

Interactive Art & Design

California State University East Bay - 2024