

ANGELA LO

DESIGNER

angelalodesign.com

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EXPERIENCE

DESIGN CONSULTANT | The Center for Black Excellence Feb 2018 - Present
San Francisco, CA

- Developed brand identity, logo, framework designs, visual assets, standards, and style guide
- Defined foundational UX and UI design
- Conducted user research, interviews, and market analysis for design initiatives

UI / UX DESIGNER | Machine Zone, Inc Oct 2016 - Sep 2017
Palo Alto, CA

- Designed end-to-end on small to medium project initiatives for web and mobile apps
- Developed product identity with brand team
- Created wireframes, prototypes, icons, landing pages, email templates, illustrations, & UI kits
- Collaborated with product owners and stakeholders to understand market needs and vision

Shipped title: Satori

SENIOR MARKETING ARTIST | Machine Zone, Inc May 2015 - Oct 2016
MOBILE MARKETING ARTIST | Machine Zone, Inc May 2014 - May 2015
Palo Alto, CA

- Promoted to senior role for quick turn arounds and excellence in onboarding and training
- Designed and generated hundreds of size variations and up to 32 languages for different networks in graphic design, illustrated, rich media, video, and gif formats
- Worked cross-functionally across departments to design collateral for web, email, and print

Shipped titles: Game of War: Fire Age & Mobile Strike

GAME ARTIST | WeMade Entertainment USA, Inc Jul 2013 - Aug 2013
Palo Alto, CA

- Updated UX for improved user productivity, discoverability, and simplicity
- Painted approved concepts to final polished state

PRIMARY LEAD ARTIST | Gameview, DeNA Studios Oct 2012 - Apr 2013
JUNIOR ARTIST | Gameview, DeNA Studios Jul 2012 - Oct 2012
Mountain View, CA

- Promoted in 4 months for exceptional hard work, organization, and contractor relations
- Coordinated and delegated tasks to 3 junior artists, 12 external contractors, and 2 sister studios
- Created UI, props, characters, marketing art, and miscellaneous art assets

Shipped title: Fatal Frontier

CONCEPT ARTIST | Blabbelon LLC Feb 2012 - Apr 2012

- Designed and animated 2d props and characters for mobile games

Shipped title: Tom Cat Dash

AWARDS

Winner- 3rd place | Silverberry Genomics Hackathon July 2018

- Designed UX and visuals for GeNe group project matching nutritional needs and creating group fitness challenges based on genetic similarity with people all over the world

EDUCATION

BFA ANIMATION & ILLUSTRATION | San Jose State University June 2014
San Jose, CA

TOOLS

Sketch
Illustrator
Photoshop
After Effects
Indesign
Zeplin
Invision
Principle
JIRA

SKILLS

Visual Design
Brand and Identity
Patterns and UI kits
Illustration
Motion Graphics
Prototyping
Ideation
Wireframes
User Flow
Persona Creation
Competitive Analysis
Information Architecture
Image Retouching