ELAINE TEH, UI/UX DESIGNER

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ABOUT

I'm a Principal UX Designer passionate about creating elegant, intuitive experiences that balance business goals with player needs.
My strength lies in translating complex systems into approachable, scalable designs across console, PC, and mobile.
I thrive at the intersection of UX, UI, and engineering—bringing alignment, clarity, and consistency to multi-studio, cross-platform projects.

EXPERIENCE

Principle UX Designer I Escape Velocity
Remote (Vancouver, Canada) · 13th Jan 2025 - Current

- Lead UX for the Player Journey cluster, spanning:
  - Live Operation Features: Events, Challenges and Mastery
  - Social Features: Player Profile, Party and Friends Management
  - Boot flow: Account creation/linking, Compliance consent

- Design and prototype for console, mouse & keyboard, and mobile experiences in Figma.
- Partner with engineers in Unreal Engine 5 to ensure implementation quality and design integrity.
- Define UX patterns and documentation to unify player experience across platforms.

Sr UX Designer I Activision Solid State Studio
Remote (Vancouver, Canada) · 7th March 2022 - 30th Sept 2024

- Lead UX designer for the Warzone Mobile Social workstream.
- Drove UX for cross-platform social systems including Party, Groups, Channels, and Player Profiles in collaboration with multiple studios.
- Partnered with user research to plan and execute usability tests, including prototype creation, test objectives, and questionnaires.
- Delivered fully annotated design specs and prototypes in Figma covering edge cases and multi-device behavior.
- Supported engineers during implementation in (proprietary) engine to maintain design fidelity across resolutions

Sr Product Designer I SUN MACHINE GAMES
Vancouver, Canada · 22nd March 2020 – 1st March 2022

- Sole UI/UX designer for GoBig!, defining the game's visual language and end-to-end player experience.
- Partnered with system and gameplay designers to map feature requirements and user flows.
- Created annotated mockups and interactive design animations for engineering implementation.
- Supported Unreal Engine integration and developed the GoBig! launch website.

Lead UI/UX Designer I KABAM
Vancouver, Canada · 1st Jan 2016 – 20th March 2020

- Managed UX design scheduling, sprint planning, and milestone tracking.
- Reviewed and approved design work from the UI/UX team to ensure consistency and quality (team size 3-6 UI/UX designers).
- Collaborated with Data Science to analyze telemetry, identify pain points, and drive UX improvements through A/B testing.
- Led UX for Marvel Realm of Champions (2019–2020) and previously for Marvel Contest of Champions (2016–2019) — a top-50 grossing game.
- Partnered in user testing research, defining participant profiles, objectives, and questionnaires.

UI/UX Designer I KABAM
Vancouver, Canada · 1st May 2014 - 1st Jan 2016

- Designed wireframes and annotated UX mockups supporting game feature goals.
- Collaborated with designers and engineers to align UX design with technical constraints.
- Contributed to one user testing research session to validate feature usability.

UI Designer I A THINKING APE
Vancouver, Canada · 1st Nov 2013 – 30th April 2014

- Led a full UI redesign to align an existing game with a new target audience in under two weeks.
- Produced marketing materials for the reskin campaign launch.

Lead UI Designer I IUGO
Vancouver, Canada · 6th April 2013 – 31th Oct 2013

- Created wireframes and user flows in partnership with game design.
- Provided mentorship and feedback to UI team members.
- Approved final wireframes and mockups for production.

2D Artist I Gameloft
New Zealand · 1st April 2011 – 31 May 2013

- Produced concept art for characters and environments (Ice Age, My Little Pony, Shoe Shop).
- Designed UI/UX wireframes and mockups for mobile titles. Created Flash animations for 2D assets and menus.

EDUCATION

Bachelor Degree I RMIT Royal Melbourne Institute of Technology
Melbourne, VIC · Jan 2006 – Dec 2008
Major in multimedia where I got the opportunity to learn 2D & 3D animation, action scripting, filming and storyboarding.

Experience Mapping I AKENDI COURSE
Vancouver, Canada· Nov 2016
Learn to use experience map as a tool to identify opportunities and to isolate experience pain points.

SKILLS

Photoshop	Flash/Animate	Unreal Engine
Illustrator	Adobe XD	Figma
Jira	Perforce	Luigi/CoD Launcher (Proprietary engine)
Tableau	Unity	Perforce