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Portfolio Password: **jamcity**

Norma Tu
{ Interaction Designer }

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"I have 5+ years of creating delightful interactive experiences as a casual mobile game designer & swim instructor. My unique background makes me well-equipped to be highly adaptable, effectively communicative, and have a lasting positive impact."

{CAREER HIGHLIGHTS}

- **_Jam City:_** Conceptualized and launched a memorable new blocker game mechanic called the "**Filled Churro**" for end-of-content users that is currently still live and actively used by level designers, years after I've left the Cookie Jam team.
- **_Waterworks Aquatics:_** Often sincerely thanked by **clients** (often parents) for making a lasting impact on children and their self-confidence with my strong interpersonal skills and gamefied teaching approach that keeps them continuously engaged.

{EXPERIENCE}

WATERWORKS AQUATICS, SWIM INSTRUCTOR [Feb 2023 – Present]

Swim School in Carlsbad, CA that provides 20-minute swim experiences to help clients reach their goals

- Streamlined & playfully adapted the curriculum to user needs based on proficiency levels & accessibility accommodations.
- Proactively iterated on my teaching approach & communication of swimming strokes & drills based on client & team feedback.
- Established & maintained strong rapport & trust with clientele of all ages that I see on a reoccurring weekly basis.
- Improved swimmer skillset tracking process on the employee website for swim instructors across 40+ Waterworks locations.

JAM CITY, GAME DESIGNER, ASSOCIATE GAME DESIGNER

HGTV MyDesign, unreleased mobile title that soft launched in the UK & Phillipines [Jan 2021 – Aug 2022]

- Delivered & tested over 125 levels in a fast-paced, startup-like Agile team using interior designers' client specifications.
- Optimized the remote onboarding process of 3 new hires as the studio transitioned to working fully remote during COVID lockdown, iterating on the process using feedback from the last onboarded hire to improve the experience for the next hire.
- Identified & resolved Unity bug tickets over JIRA when necessary, using SourceTree version control to do pull requests and merge fixes safely into the main develop branch upon approval.

Cookie Jam, match-3 mobile title awarded Facebook's Game of the Year in 2014 [Jun 2018 – Jan 2021]

- Created over 400 levels for a pre-existing live mobile/web product with over 6000+ levels and millions of daily active users.
- Communicated effectively with developers and artists to take the **Filled Churro** feature from initial concept to live launch.
- Established the "Level Recycle" project to reduce designer weekly content production workload by 50%.

{EDUCATION}

UNIVERSITY OF CALIFORNIA, SANTA CRUZ | _B.S. in Computer Science – Computer Game Design_ [Sept 2017]

{SKILL SUMMARY}

Tools: Unity3D | Canva | Git Command Line | Sourcetree | JIRA | Trello | draw.io flowcharts | Wix | Google Suite

UX Skills: Information Architecture | Interaction Design | Prototyping | Wireframes | Usability Testing | Qualitative Research

Soft Skills: Cross-functional communication | Giving & Receiving Constructive Feedback | Growth Mindset | Public Speaking

Familiar with: Visual Design | Design Patterns | Figma | Adobe Creative Cloud | UX Design Principles | Balsamiq | Miro | Gimp

Special Interests: UX Design | Personal Growth | Mental Health | Self Care | Neurodivergent Life Hacks | Swimming | Lifting