

# Traci Hui

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## PROFESSIONAL EXPERIENCE:

09/2017 – Current **Mrs Wordsmith, LTD, Freelance Artist**

- Sketch, ink, and color illustrations for UK-based children's language learning program.
- Work under Art Director Craig Kellman to translate previously existing "Golden Book" concepts into new Hanna-Barbera inspired art style
- Create illustrations for new projects in said style.

11/2015 – 02/2017 **Zynga, Experience Designer**

- Headed SF-based design team for top-rated casino/social games *Hit It Rich!* (5-10M installs) and *Spin It Rich!* (1-5M installs) on iOS, Android, web.
- Prototyped, pitched, implemented new UX while optimizing old flows.
- Created wireframes, mockups, flowcharts.
- Created original UI assets in Photoshop, Illustrator, and Unity in multiple styles while maintaining consistent player experience across all platforms.
- Collaborated with multiple departments to align and achieve team goals: Product Management, Engineering, Design, Quality Assurance, Marketing, Outsourcing, User Testing

07/2013 – 05/2015 **Zynga, UI Designer**

- Designed fun interactive elements for popular Facebook game *FarmVille 2*. FV2 had 40+ million MAUs and increased Zynga's online game revenue from 22% to 32% during my tenure.
- Created new and optimized existing UX flows.
- Produced presentation prototypes and original assets, including Flash animations, painted backgrounds and icons.
- Created fresh UI designs, backgrounds, and marketing using existing art assets, creating original assets from scratch when needed.

11/2011 – 06/2013 **Kabam, UI Artist**

- Created compelling assets and experiences for *The Hobbit: Armies of the Third Age*, *Realm of the Mad God*, *Kingdoms of Camelot*

## EDUCATION:

**San Jose State University, BFA in Animation/Illustration, Class of 2006**

Memberships: Shrunkenheadman Club, 2001-2006

Instructors: Alice Carter, Barron Storey, Sheldon Borenstein, John Clapp, Jeff Sangalli

## SKILLS AND PROFICIENCIES:

Programs: Adobe Photoshop, Illustrator, Flash, Unity, Axure

Skills: Design for mobile and web games, marketing, print design, publishing, illustration, hand-lettering, signage, typography, calligraphy, comic-making, storyboarding  
Bilingual: English, American Sign Language

**AWARDS:**

CEO Award - *FV2 inter-team recognition for contributors demonstrating notable initiative*

**REFERENCES:** *Please refer to my LinkedIn profile for more recommendations.*

“I was Traci's manager on FarmVille 2. She was an excellent contributor and I'd recommend her to anyone looking for a great attitude, a quick learner, and a team player.”

**Ben Kawaichi**, *UX Lead at Google*

“Every day working with Traci is a good day. She really puts her heart into creating a great experience for the users and does it all with a smile. Having a background in illustration really makes her a great person to have on the UX/UI team. Able to have a design focused mind and the ability to bust out beautiful UI production art as well, makes her a great asset to have on your team. I had the pleasure of working with her for almost two years, and I couldn't have asked for a more creative, competent, enjoyable, and unique individual to work with.”

**Aaron Berger**, *Senior UX Designer/ UI Artist at Disney/Lucasfilm Games*

“Traci is a great UI artist with an excellent sense of style that delivers her work quickly even on the tightest deadlines. Traci and I worked together in the 2 month lead up to the launch Hobbit: Armies of the Third Age. She was dropped into a very tight deadline and not only got up to speed, but started delivering great work from day 1. I highly recommend Traci, she'd be an asset to any team.”

**Eric Leive**, *Development and Execution Lead at PocketGems*

“It's a pleasure to see an artist exhibit true passion for her craft like Traci does. The thought and care put into her UI designs is complemented by her ability to quickly grasp a game's technical requirements, ensuring painless integration. Combine all that with her fantastic interpersonal skills, and you have a welcome addition to any team looking to build a stellar project.”

**Jeff Adams**, *Senior Artist at Crystal Dynamics*