

# JAMES PAI

User Experience Designer

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## SUMMARY OF QUALIFICATIONS

Interdisciplinary designer with a background in psychology and HCI, experienced in shipping commercial games as well as designing both physical and digital products. Exceptionally skilled in visual storytelling and creative problem-solving. Strong passion for creating innovative experiences from a user-centered approach.

## RELATED PROJECTS

### Unison, UX Design (6 months)

Worked in a team of three to design a VR solution for collaboration in spatial planning. Focused on user research, concept development, and prototyping.

### Superweights, Game Design (ongoing)

Working in a team of two to develop a multiplayer boxing game for release on Xbox One. Focusing on game design, user experience, and art direction.

## PROFESSIONAL EXPERIENCE

### Designer, Pompaduo (2014 – Present)

Designing and releasing commercial video games for PC and consoles in a 2-person development team with an emphasis on user experience, UI, and creative direction

Focusing on room-scale virtual reality content for the HTC Vive

Created 1 of 25 games chosen to exhibit at Seattle Indies Expo 2015

Involved in entire development process (incl. ideation, gameplay design, art direction)

Built working prototypes in Unity for rapid iterative testing

Gathered feedback from usability playtests to improve game mechanics and balance

### Researcher, University of Washington (2011 - Dec 2015)

Conducted visual attention experiments through psychophysical methods that involved visual search tasks across a variety of 2D shape stimuli

Programmed experiments and analyzed quantitative data

Managed groups of ~6 participants per experiment over long-term studies

Wrote scientific paper as first author to report findings: Pai, J., Palmer, J., & Moore, C. M. (2016). In shape perception, dividing attention is limited by objects and not location, submitted for review

### Graphic Designer (Contract), Viper RC (July 2011 – Sept 2013)

Worked with client to design branding, storefront website, and promotional graphics

Created a full-page product advertisement for print in a popular RC hobby magazine

Designed a logo for a commercially produced RC motor

## EDUCATION

### University of Washington, Seattle

Master of Human-Computer Interaction + Design 2015 - 2016

Bachelor of Science, Psychology (with Honors) 2009 - 2014

Bachelor of Arts, Economics

## SKILLS

### Design:

Sketching  
Ideation  
Storyboarding  
Wireframing  
Prototyping  
Video production  
Motion graphics

### Research:

Usability testing  
User flows  
Surveys  
Interviews  
Personas  
Heuristic evaluation  
Competitive analysis  
Statistical analysis  
Experience maps

## TOOLS

### Proficient:

Photoshop  
Illustrator  
InDesign  
Premiere  
After Effects  
Sketch  
Unity  
InVision

### Experienced:

C#  
HTML, CSS, JS  
Tableau, SPSS, Excel  
Arduino  
Rhino  
Maya