

Ruixuan Li (Rashel)
Game + Situation Designer

The Game of Life Should Be Fun

If **Life** is a one-time **Game**,
as long as it started you cannot retreat.

Strategy challenges your tactical skills.

Narratives touch you to tears
of sorrow and joy.

Levels signify your progression.

Puzzle-solving brings you
the satisfaction of achievement.

Uncertainty prompts you to try your luck.

Rewards motivate you to keep trying.

Let happiness be fun.

Let sadness be fun.

Let boredom be fun.

Let Fun Be Fun.

Your life or

the **Game** of your **Life**

should be fun

by **Design**.

GAME



Go Groundshel!

Go Groundshel! (2022) is a 2D platformer video game I developed with 2 programmers. This demo length is about 15 minutes. It is a "Super Maria" narrative based on my haunting nightmares. Different from Super Mario games, Groundshel is a female protagonist, a groundhog girl who thrives to save her prince from the Canid Tyrant. However, she has to solve her own problem – to find a usable toilet – before resecuring her lover.

My Roles: Game Designer / Art Director / Script Writer / Producer

IDEATION



Inspirations

The screaming groundhog footage from several years ago went viral on the internet. People were amused by the small animal's cuteness. However, the act of screaming by a groundhog is actually a signal to warn its family that danger is around their colony. In that footage, the threat is from human activities.

Storytelling

Relating myself to those pathetic and helpless groundhogs, I started developing the concept of this game. I designed two groundhog-like roles and the "enemies" that she will meet in different scenes. I also wrote scripts for the entire story and drafted each scene. I also designed Groundshel's home based on the structure of groundhogs' burrows in the real world.

When the main mechanics has been designed, I wireframed the major interfaces and created the beta version game in Unity and coded it with C#.

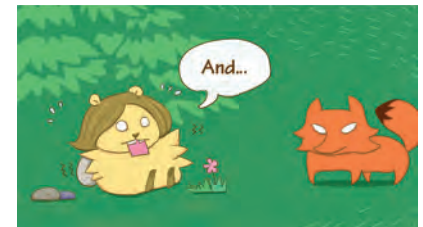
VISUAL DESIGN



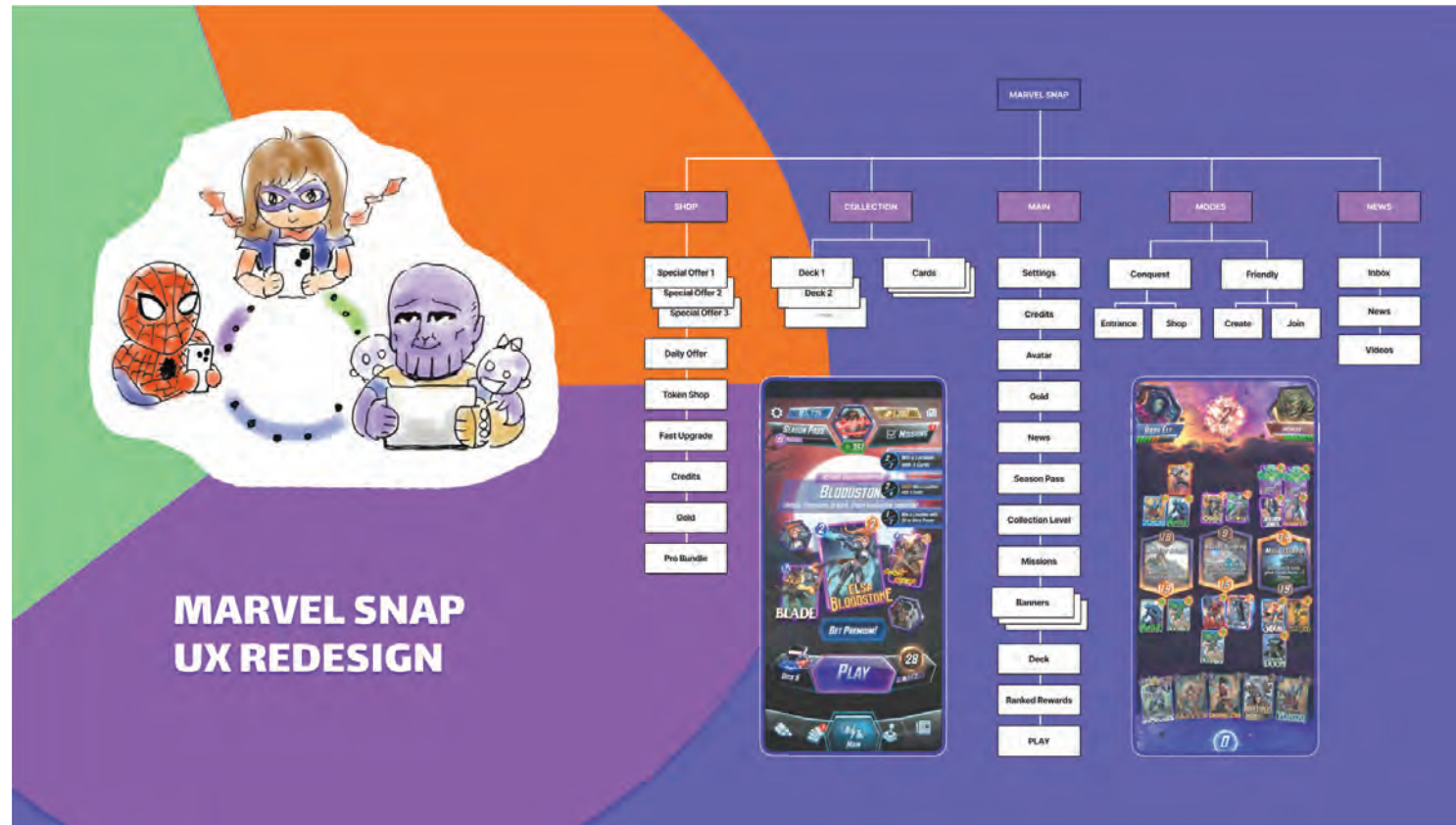
Groundshel is a collector.



watched a horror movie as usual.



And...

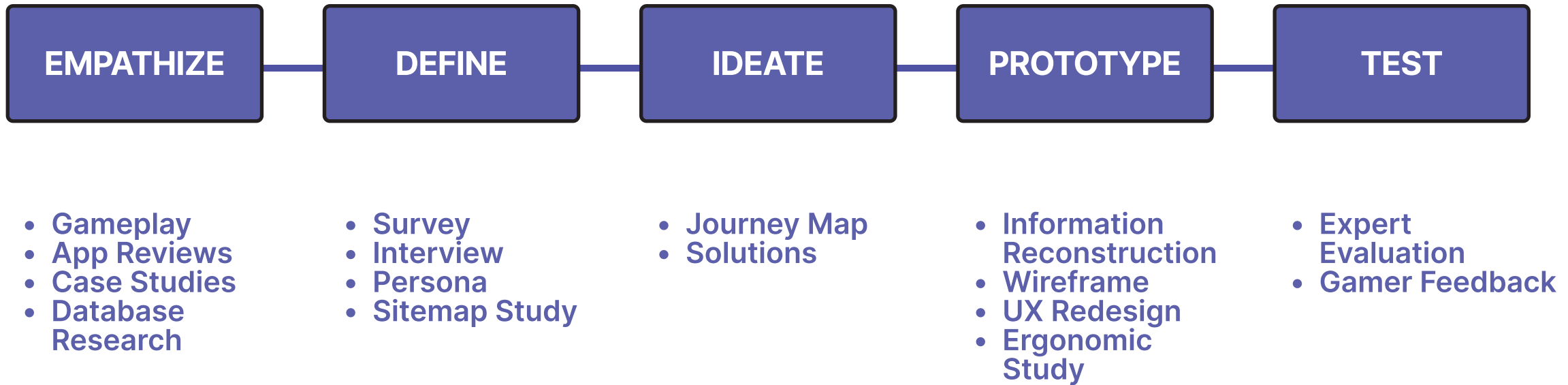


Marvel Snap UX Redesign

As a fan of Marvel Snap, I've identified areas where the game's UX flows and UI design could be enhanced, helping players develop winning strategies and navigate deck upgrades more seamlessly. Scale-wise, this project primarily concentrates on the mobile platform and version 20.23.0, which was released in October 2023. Its aim is to solve UI/UX problems without making changes to the game mechanics or profit-making features.

My Roles: UX Research, Wireframing, Gamer Behavior Analysis, UX Design, UX Evaluation

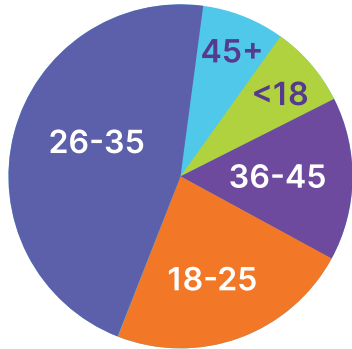
DESIGN PROCESS



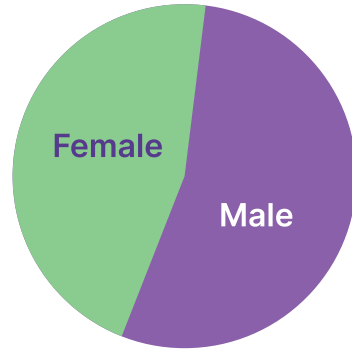
SURVEY

Sample: 26

Age



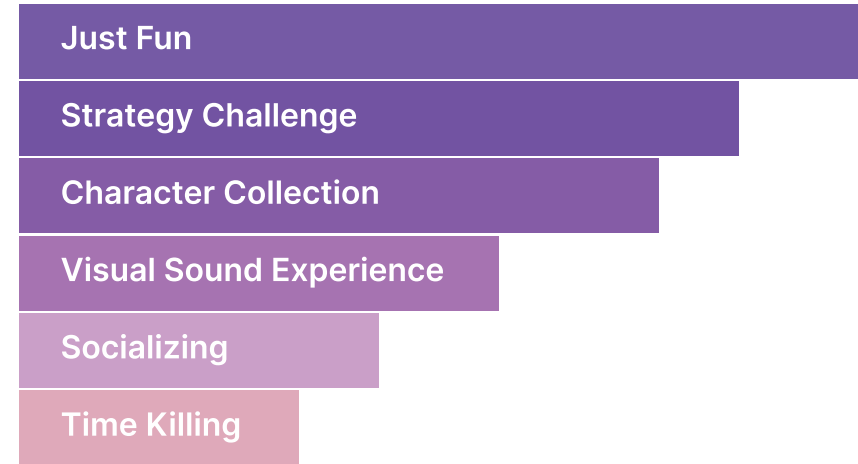
Gender



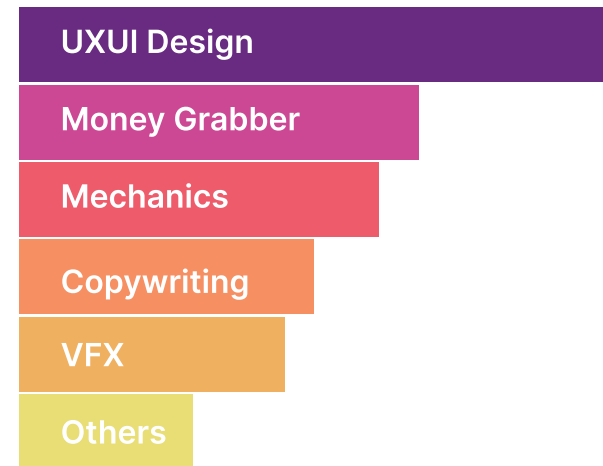
Marvel Fan Type



Drives to Play



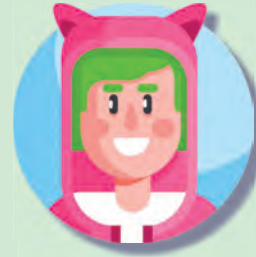
Bummers in the Game



INTERVIEW

"Sending emotes to other players at the right time or checking the card stats during the game takes me too long."

"Changing the cards you want to play is consistently challenging."



"I typically spend a considerable amount of time locating the cards that need to be upgraded."

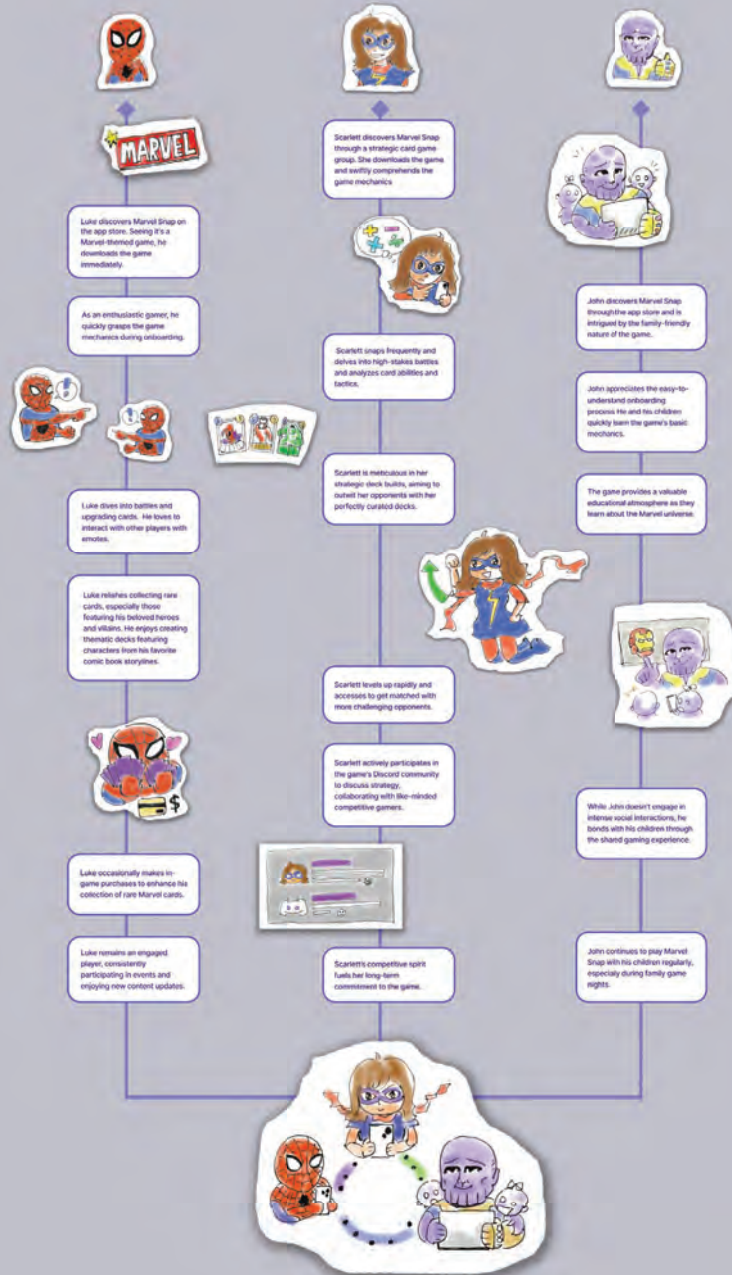
"The main page has too much visual noise, making it difficult for me to focus on the information I need."

PERSONA JOURNEY

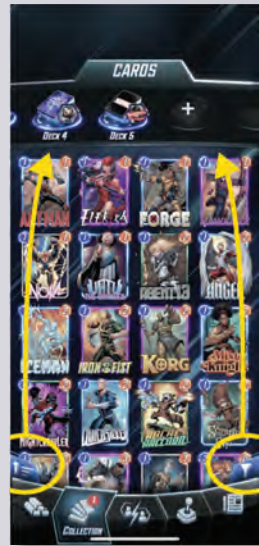
**Superfan
Luke**

**Competitive
Scarlett**

**Casual
John**

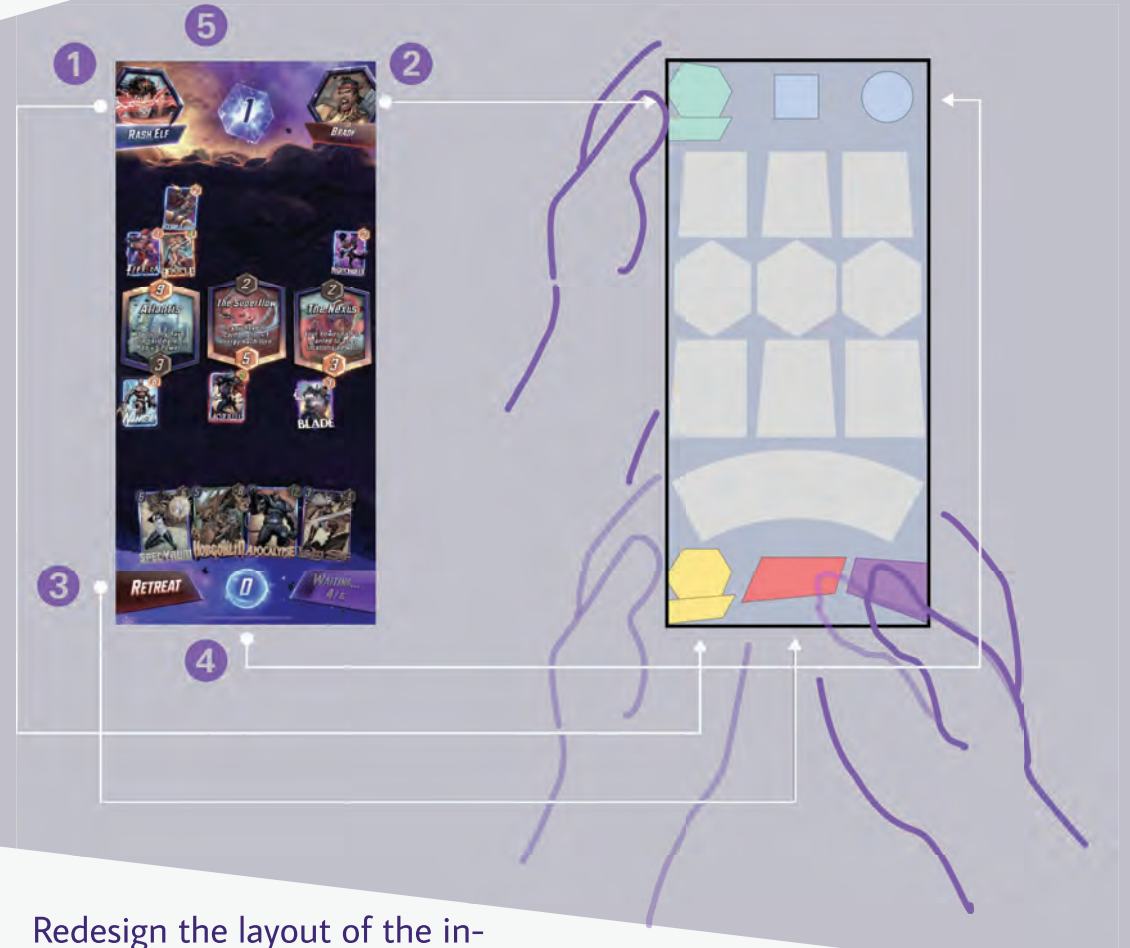


REDESIGN



Adjust information on the homepage by removing or adding content based on its level of essentiality;
Prioritize and reorder buttons according to users' eye movement and overall importance.

Move the buttons to a more visible position and apply a brighter color to them to increase the visibility.



Redesign the layout of the in-game buttons to allow players to hold the phone with their right hand seamlessly, eliminating the need to shift it up and down when using the left hand to interact quickly.

ITERATION





Scarlett discovers Marvel Snap through a strategic card game group. She downloads the game and swiftly comprehends the game mechanics.



Scarlett snaps frequently and delves into high-stakes battles and analyzes card abilities and tactics.



Scarlett is meticulous in her strategic deck builds, aiming to outwit her opponents with her perfectly curated decks.



Scarlett levels up rapidly and accesses to get matched with more challenging opponents.

Luke dives into battles and upgrading cards. He loves to interact with other players with emotes.



John discovers Marvel Snap through the app store and is intrigued by the family-friendly nature of the game.

John appreciates the easy-to-understand onboarding process. He and his children quickly learn the game's basic mechanics.

The game provides a valuable educational atmosphere as they learn about the Marvel universe.



While John doesn't engage in intense social interactions, he enjoys playing with his children through the gaming experience.



Luke discovers Marvel Snap on the app store. Seeing it's a Marvel-themed game, he downloads the game immediately.

As an enthusiastic gamer, he quickly grasps the game mechanics during onboarding.



Luke dives into battles and upgrading cards. He loves to interact with other players with emotes.

Luke relishes collecting rare cards, especially those featuring his beloved heroes and villains. He enjoys creating thematic decks featuring characters from his favorite comic book storylines.



Scarlett discovers the game through a strategic card game group. She downloads the game and swiftly comprehends the game mechanics.



Scarlett snaps frequently and delves into high-stakes battles and analyzes card abilities and tactics.



Scarlett is meticulous in her strategic deck builds, aiming to outwit her opponents with her perfectly curated decks.



Scarlett levels up rapidly and accesses to get matched with more challenging opponents.

Scarlett actively participates in the game's Discord community to discuss strategy, collaborating with like-minded competitive gamers.



John discovers Marvel Snap through the app store and is intrigued by the family-friendly nature of the game.

John appreciates the easy-to-understand onboarding process. He and his children quickly learn the game's basic mechanics.

The game provides a valuable educational atmosphere as they learn about the Marvel universe.



The Moonlight Machine

In this steampunk style 2D puzzle platform stealth game The Moonlight Machine (2023) developed by the Chronofly Studios, the player sneaks into a power plant on the floating city and avoids detection while stealing energy to fuel another city on the ground!

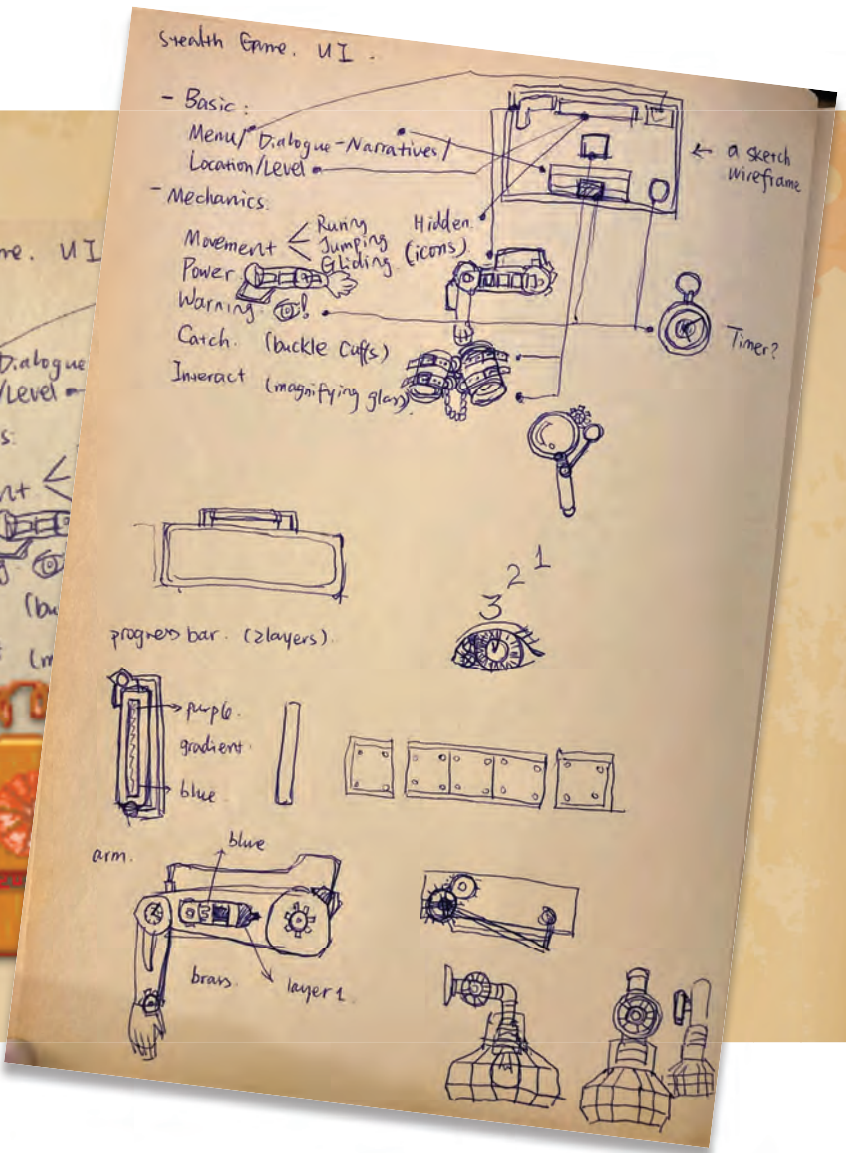
My Roles: UI/UX Designer / UI Implementation / Environment Artist / Story Concept Designer

IDEATION



Stealth Game. UI

- Basic:
 - Menu / Dialogue - Narratives / Location / Level
- Mechanics:
 - Movement <
 - Power
 - Warning
 - Catch. (buckle cuffs)
 - Interact (magnifying glass)



UI DESIGN

Color

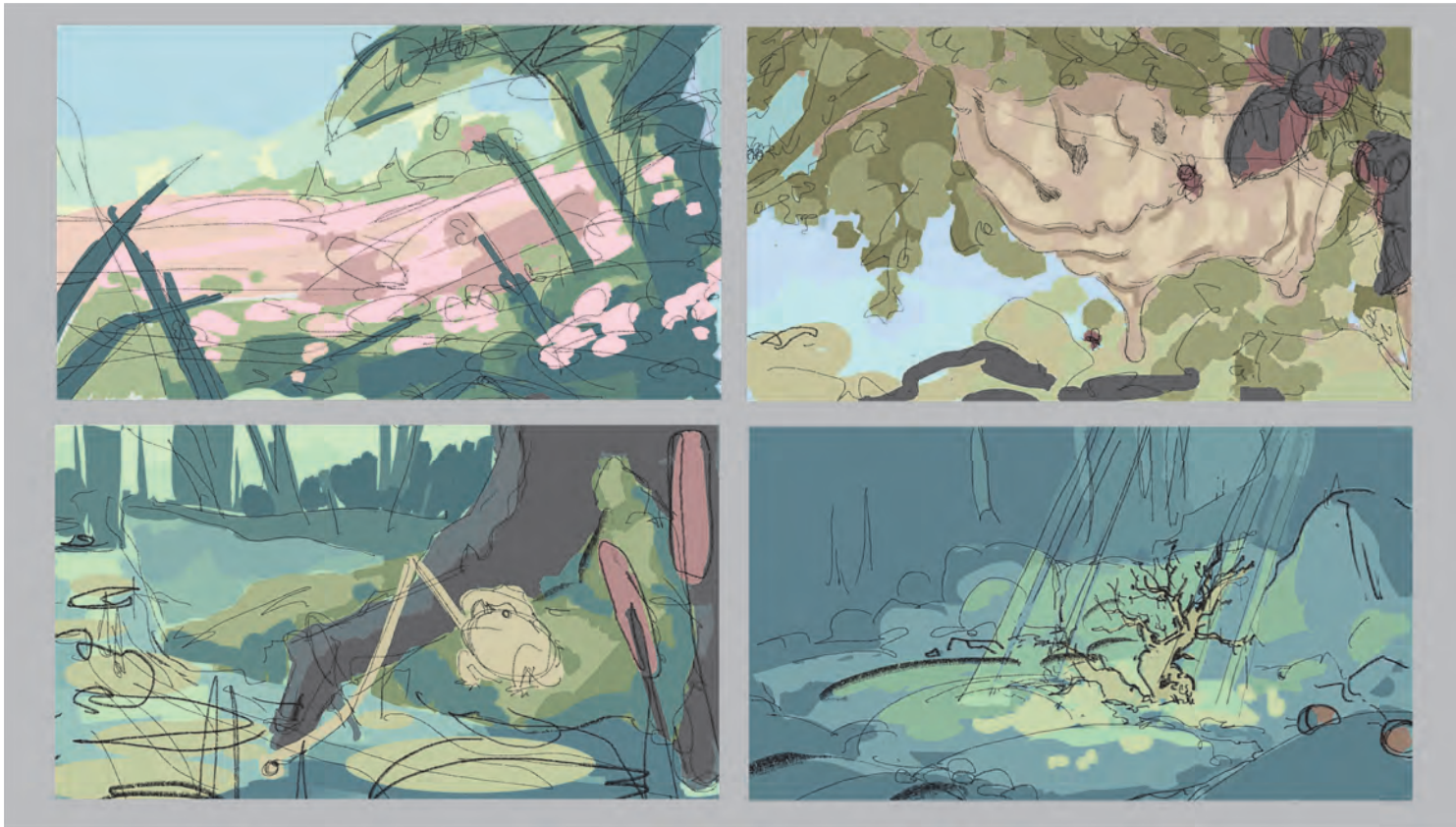


Typeface

Steampunk Girl Fights For Stean
Steampunk Girl Fights For Stean
Steampunk Girl
Fights For Steam

STEAMPUNK GIRL FIGHTS FOR STEAM
STEAMPUNK GIRL FIGHTS FOR STEAM
STEAMPUNK GIRL
FIGHTS FOR STEAM





Thumbelina's Big Day

Thumbelina's Big Day (2023) is a 2D narrative game that consists of 5 mini games. It tells a story of how Thumbelina makes potions to drive the frog away and reject his marriage proposal.

My Roles: UIUX Designer / UI Implementation / Script Writer

UI DESIGN





Game UI: The Square Roots / Decomposer / Baller Dungeon

From Fall 2022 to Spring 2023, I have helped in several mini game projects to build up their visual systems.

My Role: UI UX Designer

Decomposer (2022 GameCare Jam) - 7 days



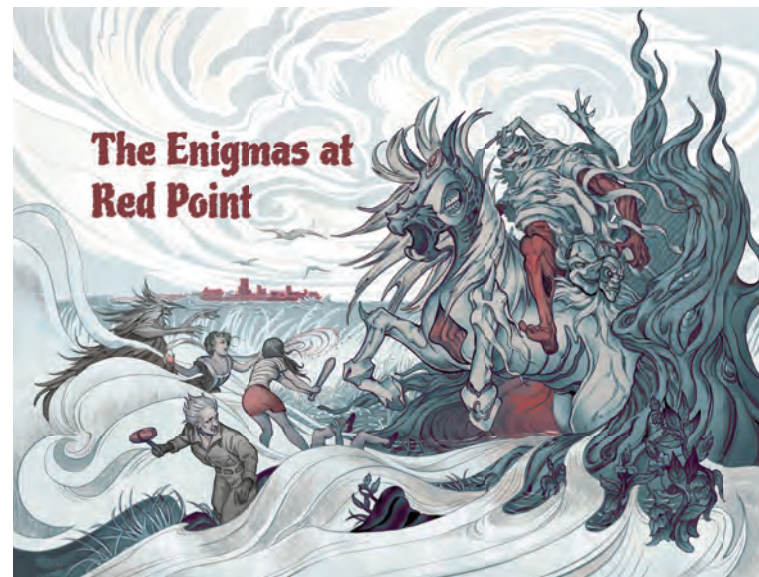
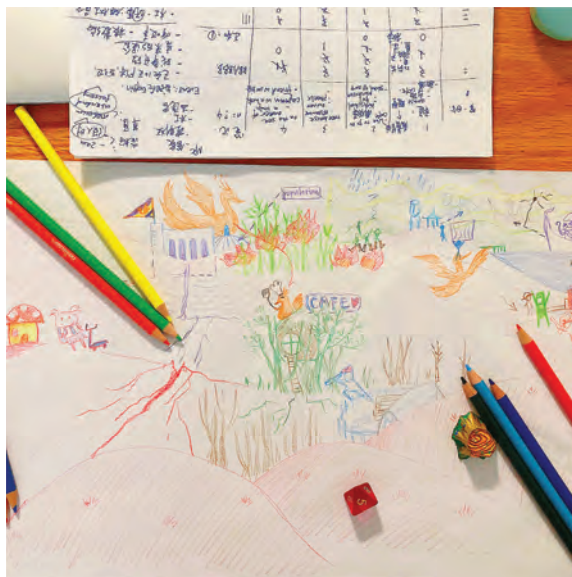
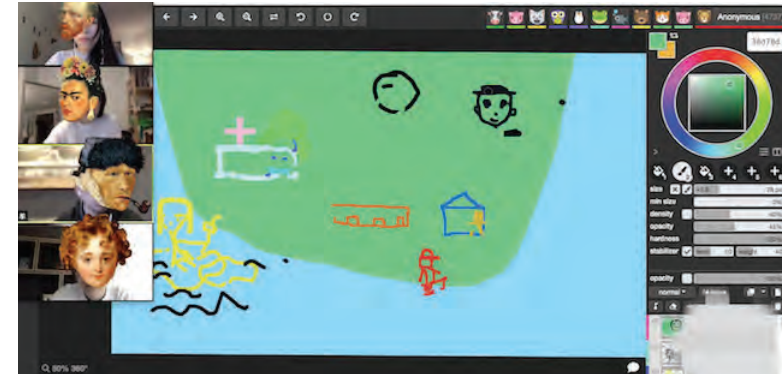


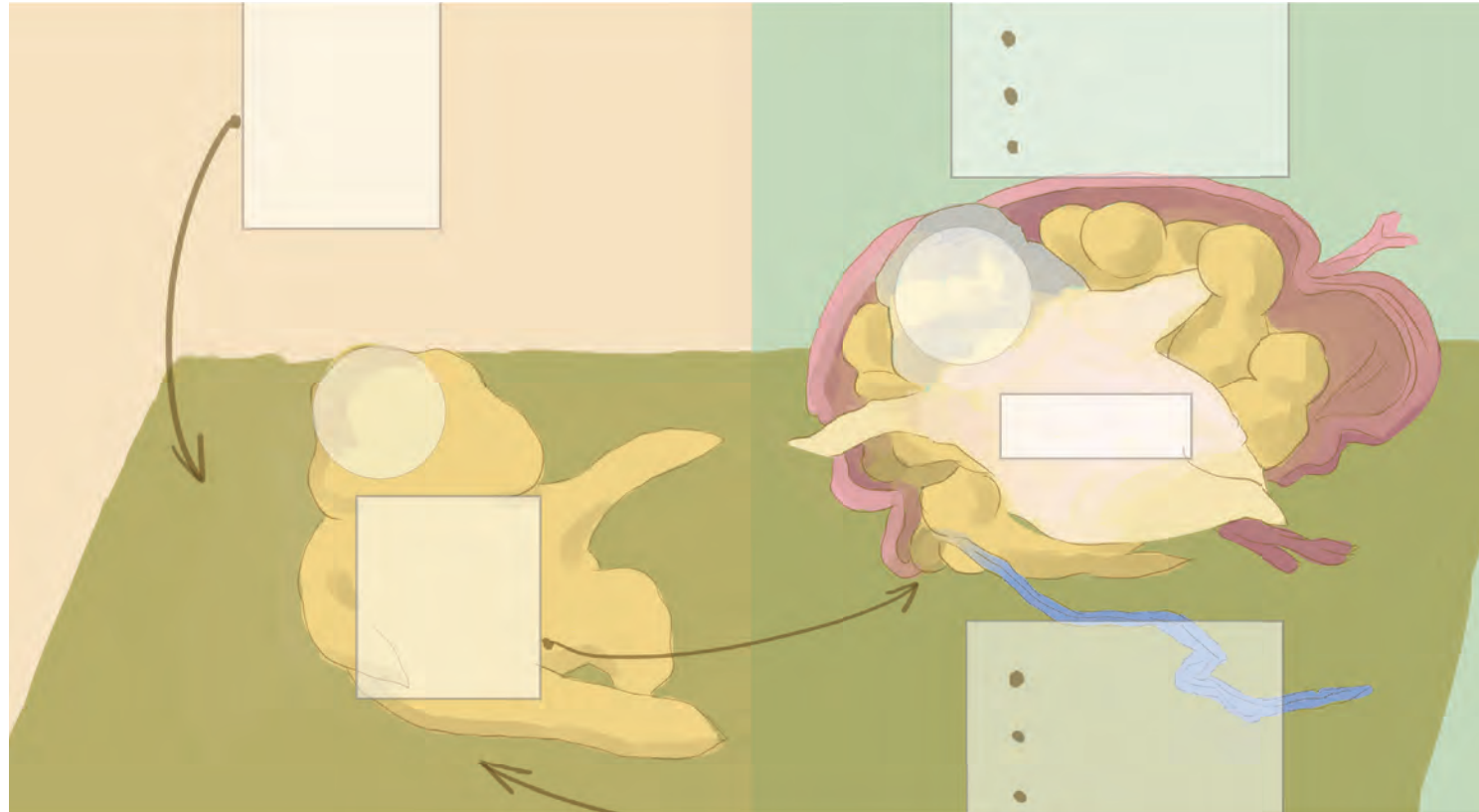
The Enigmas at Red Point

The Enigmas at Red Point (2020) is a tabletop role-playing game designed to create a group therapy environment and foster togetherness for players to cure contagious phobias through storytelling. By collecting and incorporating players' imaginations into the game, players are placed into the roles of the residents, guiding them to contemplate the hidden dangers the community could possibly face and collaborate to communicate, investigate and resolve fears that the dangers may cause – through which it builds stronger community bonds.

My Role: Game Designer / Project Manager

FROM SCRIPT WRITING TO MECHANICS DESIGN, PLAYTESTING, PACKAGE DESIGN, ETC.





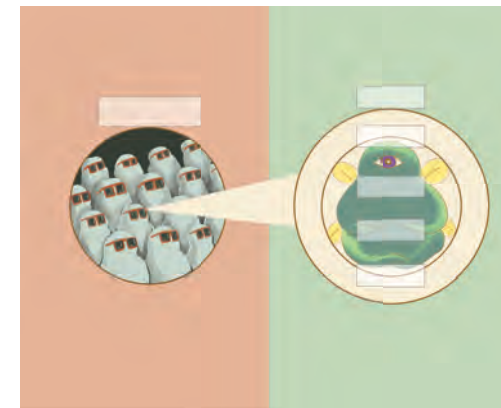
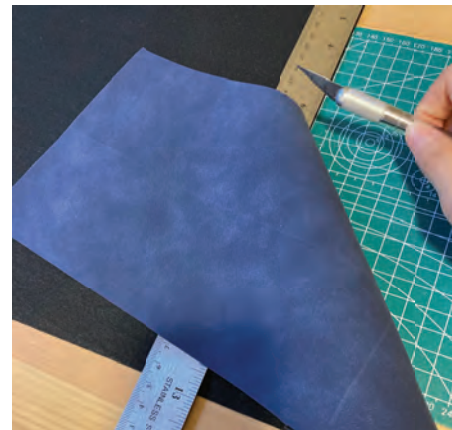
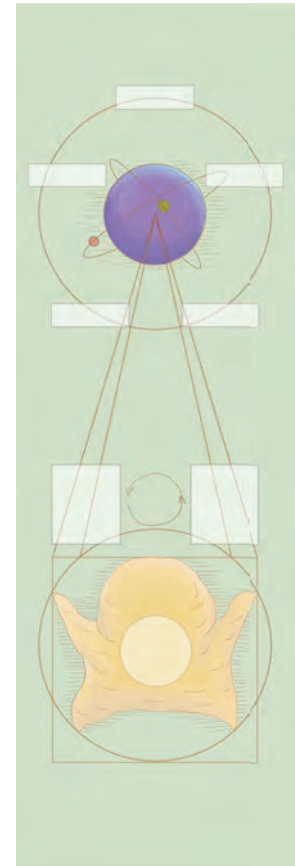
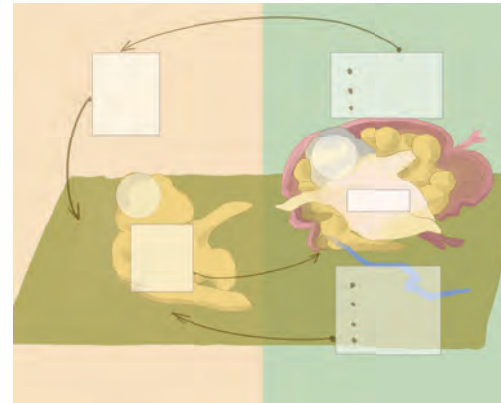
Other Touchable Games

From Fall 2022 to Spring 2023, I have independently designed and prototyped some touchable mini game projects.

My Role: Game Designer / UX Designer / Storyteller / Visual Designer / Illustrator

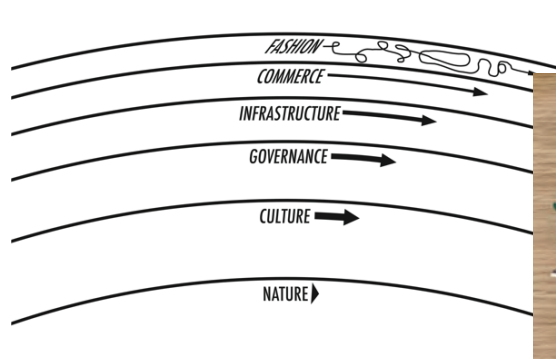
THE CREATOR'S BOOK

From ideation to research, UX design, illustration, prototyping, and iteration.



THE LONG ESCAPE

From ideation to research, UX design, illustration, prototyping, and iteration.



Fashion	"The Brown-White Fashion"	"The Bonsai Mania"
Commerce	Wood-Cotton Trade	Mud-Plants Trade
Infrastructure	Wood-based infrastructure	Mud brick buildings and infrastructure
Governance	The "Evergreen Elders"	The "Red Matrix" / The Grandmother
Culture	The forest city "Evergreen"	The city "Red Earth"
Nature	The spirit "Leafy"	The spirit "Rash Elf"



Event 3
Move down to Nature Ring!!!

Avatar

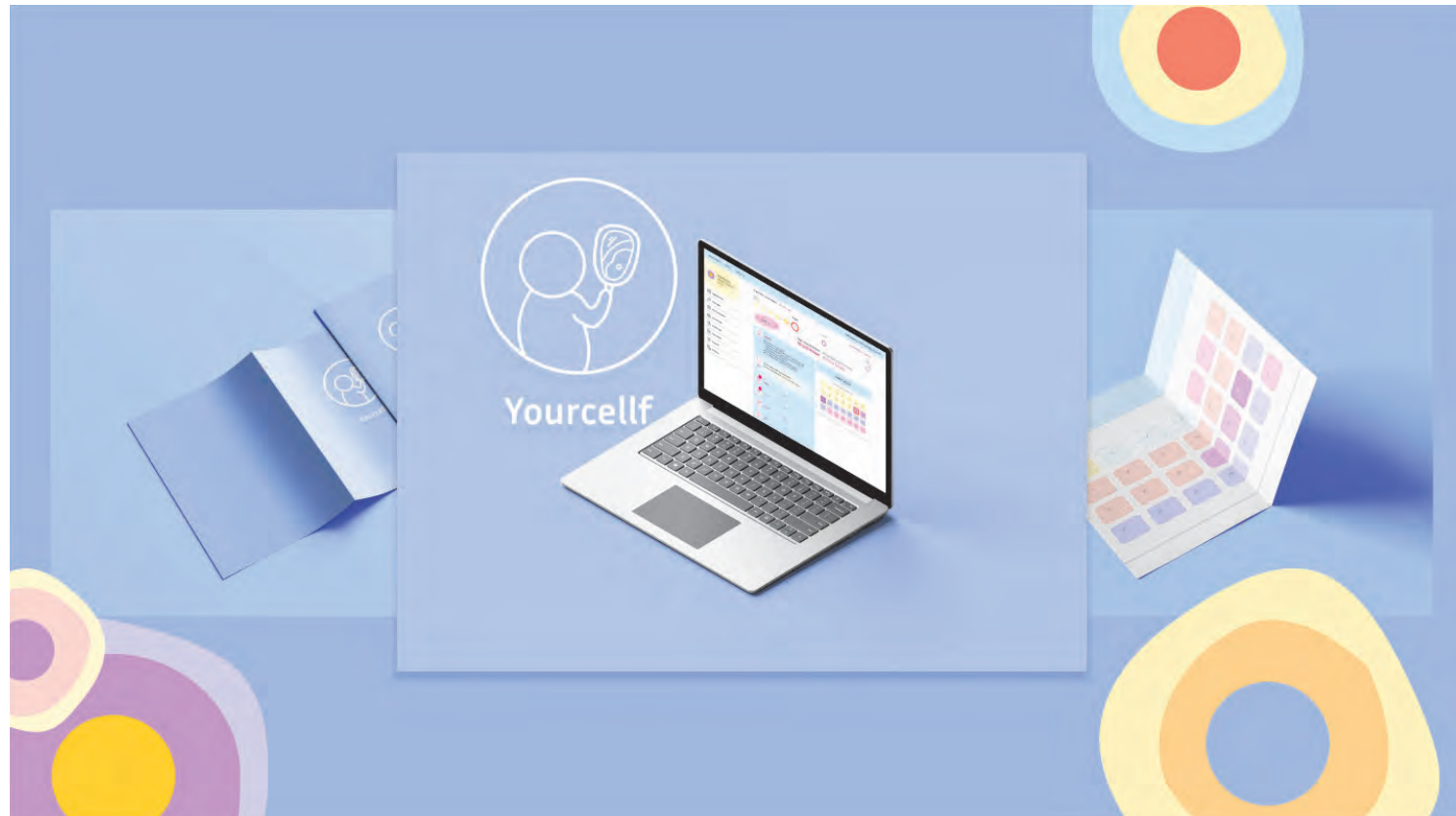
Timescape:

5	Fashion	"The Brown-White Fashion"
4	Commerce	Wood-Cotton Trade
3	Infrastructure	Wood-based infrastructure
2	Governance	The "Evergreen Elders"
1	Culture	The forest city "Evergreen"
0	Nature	The spirit "Leafy"

Events:

- The wood house that Leafy possesses has been chosen to be the House of the Elders. Move up to the Infrastructure Ring.
- The branch of Leafy's father tree has been chosen and taken down and made into a scepter "The Stick." This is a symbol of the highest power. Move up to the Governance Ring.
- The elder committee has given through a revolution. A young man removed the Stick from the House and reported it into the soil in the Forest. It became a pine again. Move down to the Nature Ring.
- Wildfires broke out. People hung lanterns and images of the Heart on public facilities as symbols. Move up to the Infrastructure Ring.
- The soil became a market where merchants gather and trade. Move up to the Commerce Ring.
- The East Wing of the House of the Elders became a Design Center. Move up to the Fashion Ring.
- The House of the Elders started to control the trade and set up parts of only to manage farming and outgoing ships and merchants. Move down to the Governance Ring.
- Fashion shows emerged in the market. Move up to the Fashion Ring.
- To meet the needs of business development, more exhibit centers were built. Move down to the Infrastructure Ring.
- The elder council government moved downtown. Move down to the Governance Ring.
- The Brown-White Fashion has become classic aesthetic and noble trade goods. Move down to the Commerce Ring.
- The wood-carve products have been widely used in public facilities, such as corridors, wall lanterns, ornaments, etc. Move down to the Infrastructure Ring.
- The arch became the logo and symbol of the Chamber of Commerce. Move down to the Commerce Ring.
- The Brown-White Fashion became the local cultural color. This color palette appears in various public places. Move down to the Infrastructure Ring.

UIUX

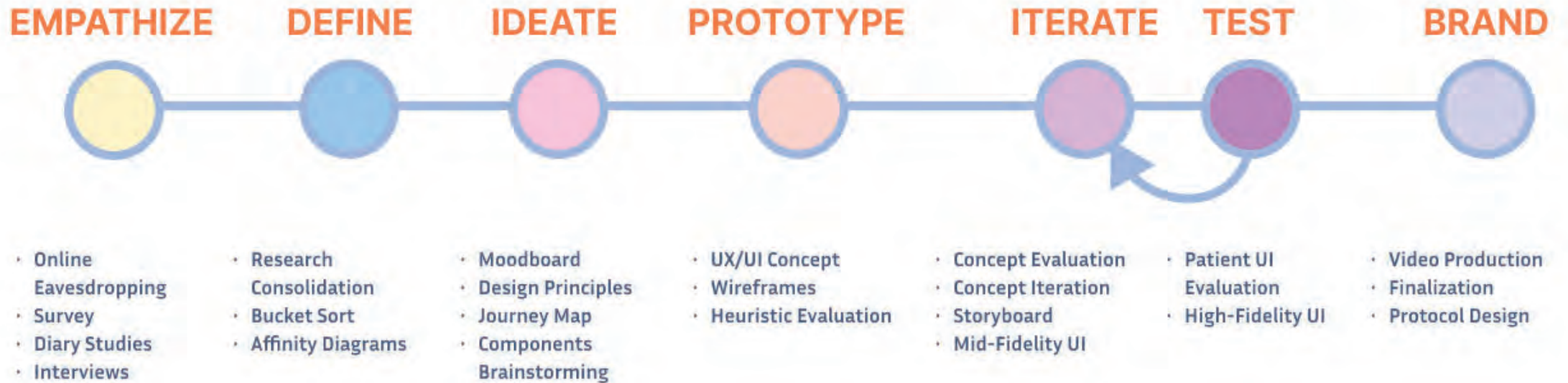


Yourcellf

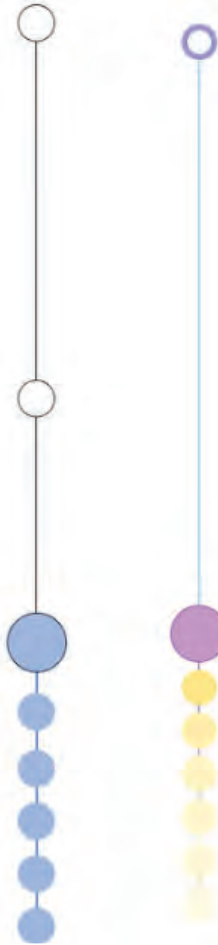
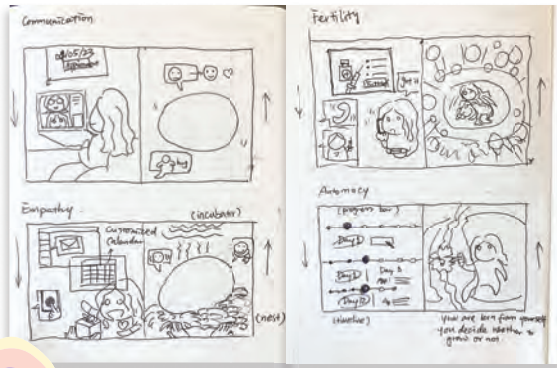
Yourcellf (2023) is a project based on common issues identified through research in existing fertility centers in the United States, such as complex schedules, too much information, and lack of empathy and response, etc. Through designing a care-oriented protocol and a well-structured patient portal with an easy-to-follow process management tool, Yourcellf aims at redesigning the ecosystem of fertility and reproduction services to enhance the patient experience.

My Roles: UX Research, UX Design, Brand Concept, UI Evaluation, UI Design, etc.

DESIGN PROCESS



IDEATE

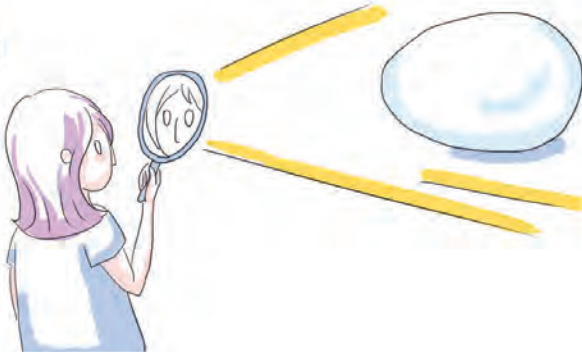


Communication

Empathy

Fertility

Autonomy



PROTOTYPE



Wireframe

- Translate the structure from site map to interface
- Explored approaches to show information under each section.



Prototype 1

- Explored with colors, buttons, drop shadows, etc. and tried to push the prototype to mid-fidelity.
- Changed the cards from static to collapsed in order to protect the patient's privacy through microinteraction.



Prototype 2

- Explored with colors, typeface, gradients, etc. and tried to push the prototype to high-fidelity.
- Used different colors to differentiate the phases on the calendar.
- Merged the Reminder section into Update section to optimize UI and condense information.



Alpha

- Explored with colors, strokes, etc. to color code different phases and map them between calendar and progress bar.
- Rearranged the layout to emphasize the relationship between the calendar and the progress bar.

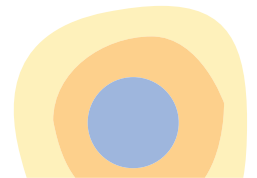
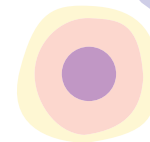
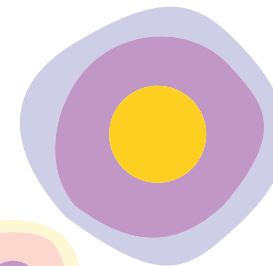


Beta

- Based on the testers' feedback, refined the details of the button, typeface, and collapsing interactions so that they are more user friendly and recognizable.
- Moved the update section to the top of the cards to make it more prominent and unneglectable.
- Minimize the set of colors and ensure each color stands for a specific meaning and are friendly to human's eyes when shown together.

Figma Flow

<https://www.figma.com/proto/ID14e716Fub5dmEcd1deH1/My-Work?node-id=534-7525&scaling=scale-down&page-id=0%3A1&starting-point-node-id=534%3A7525>



UI DESIGN

COLORS

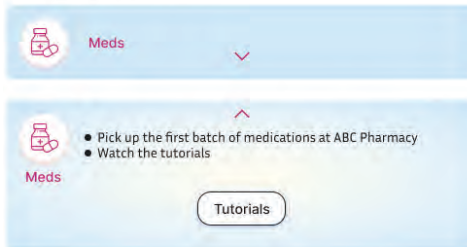


TYPEFACE

INTER BOLF 21
Inter Semi Bold 14

Inria Sans Bold 24
Inria Sans Bold 20
Inria Sans Regular 12

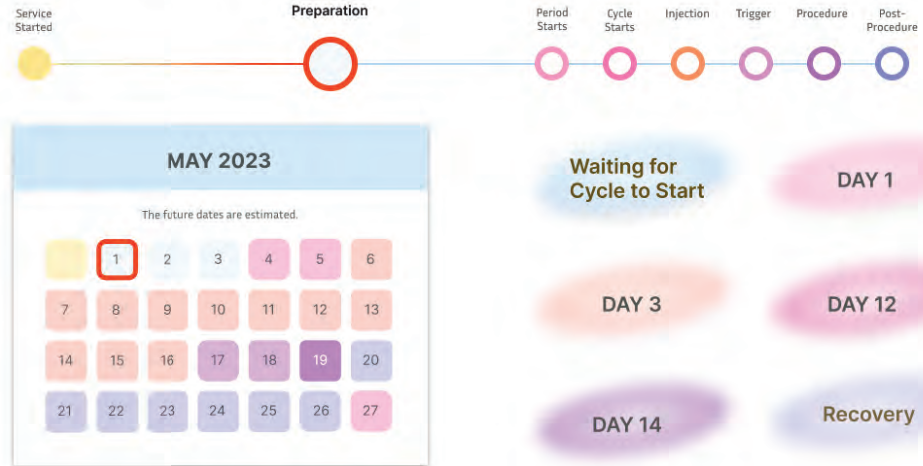
BUTTONS



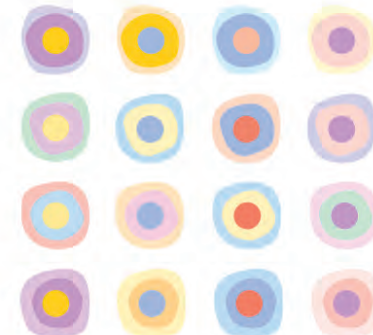
Report Period



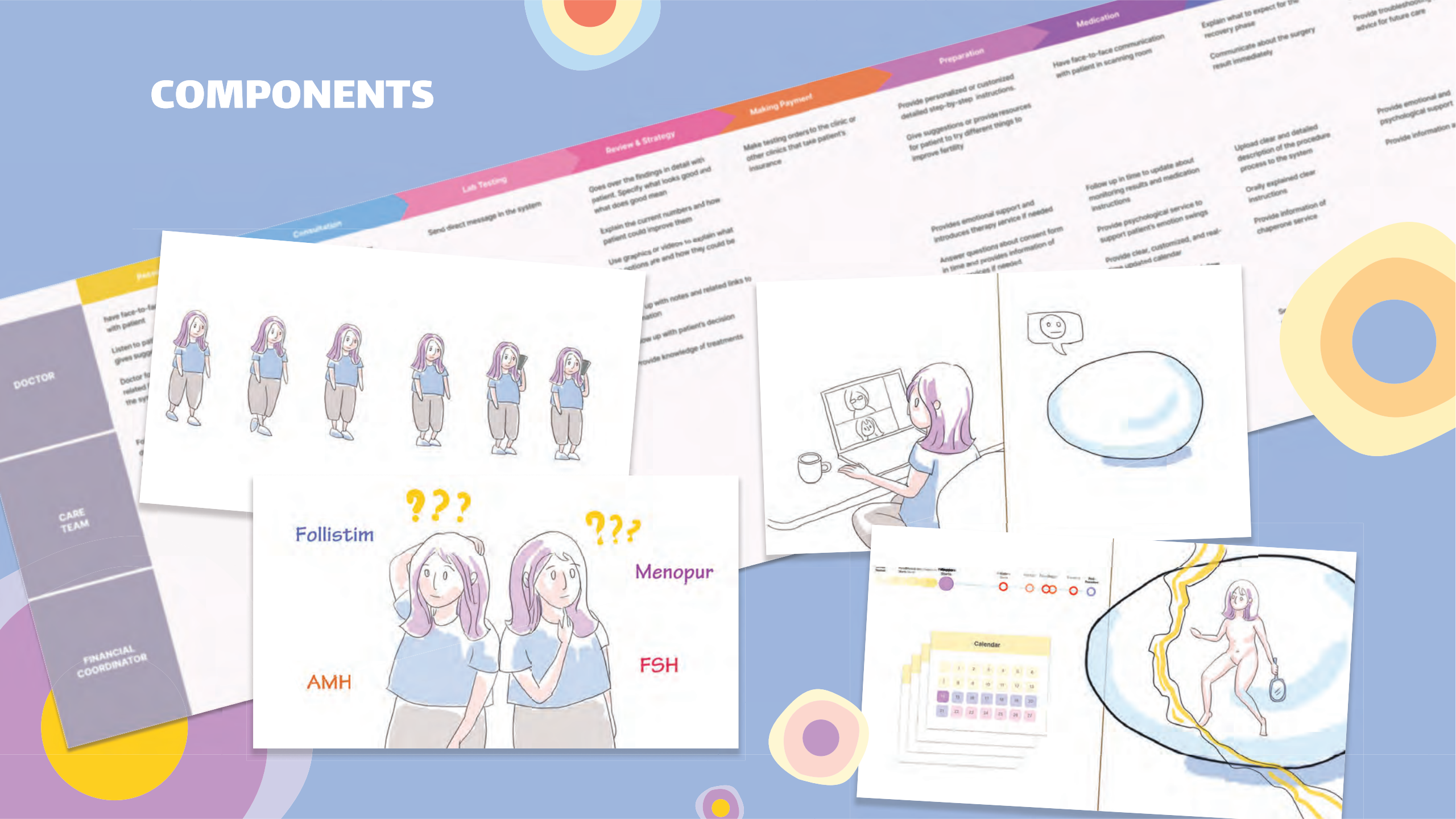
ELEMENTS



GRAPHICS



COMPONENTS





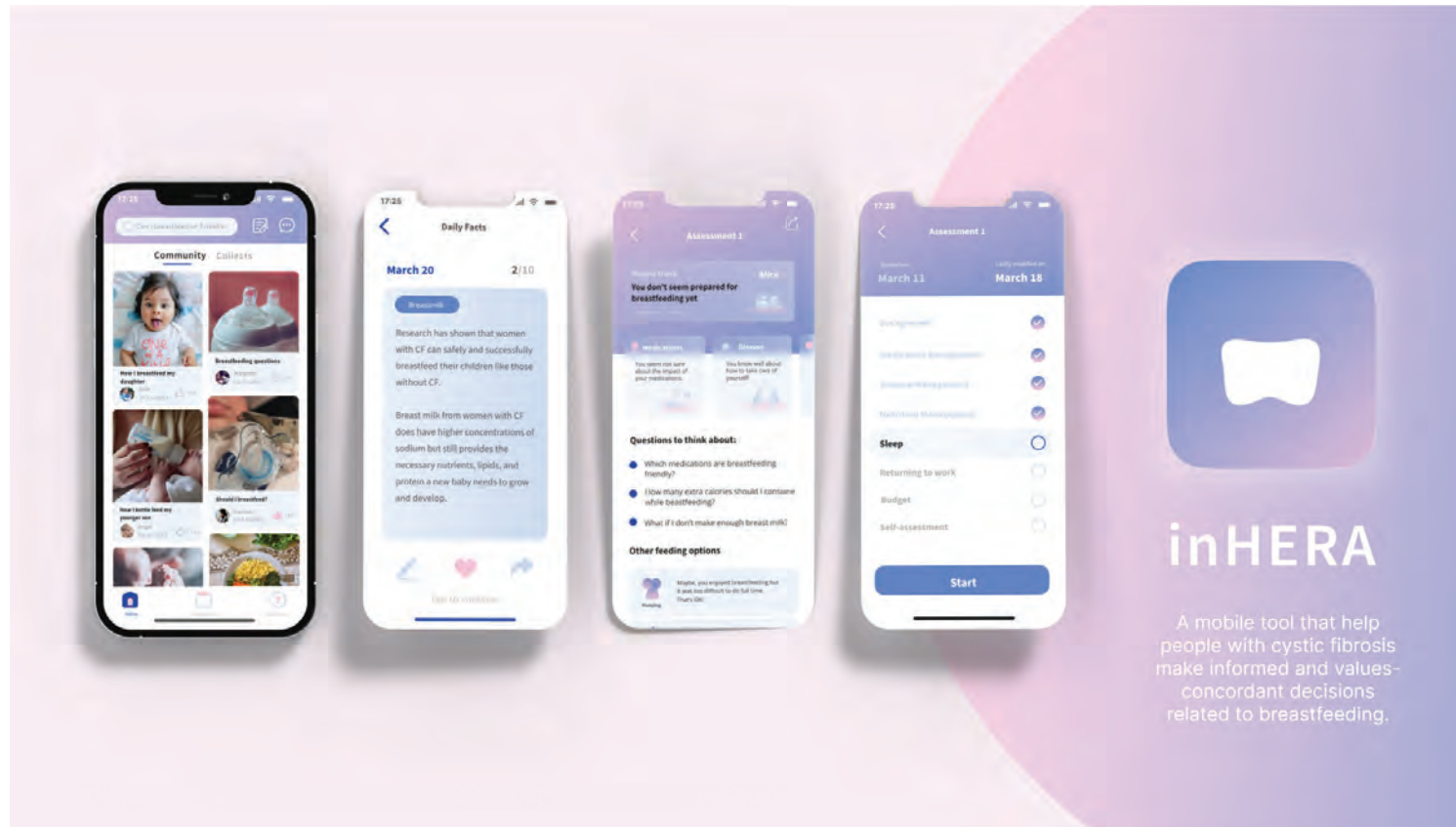
Yourcellf



You are born
from yourself

**JUST BE
YOURCELLF**

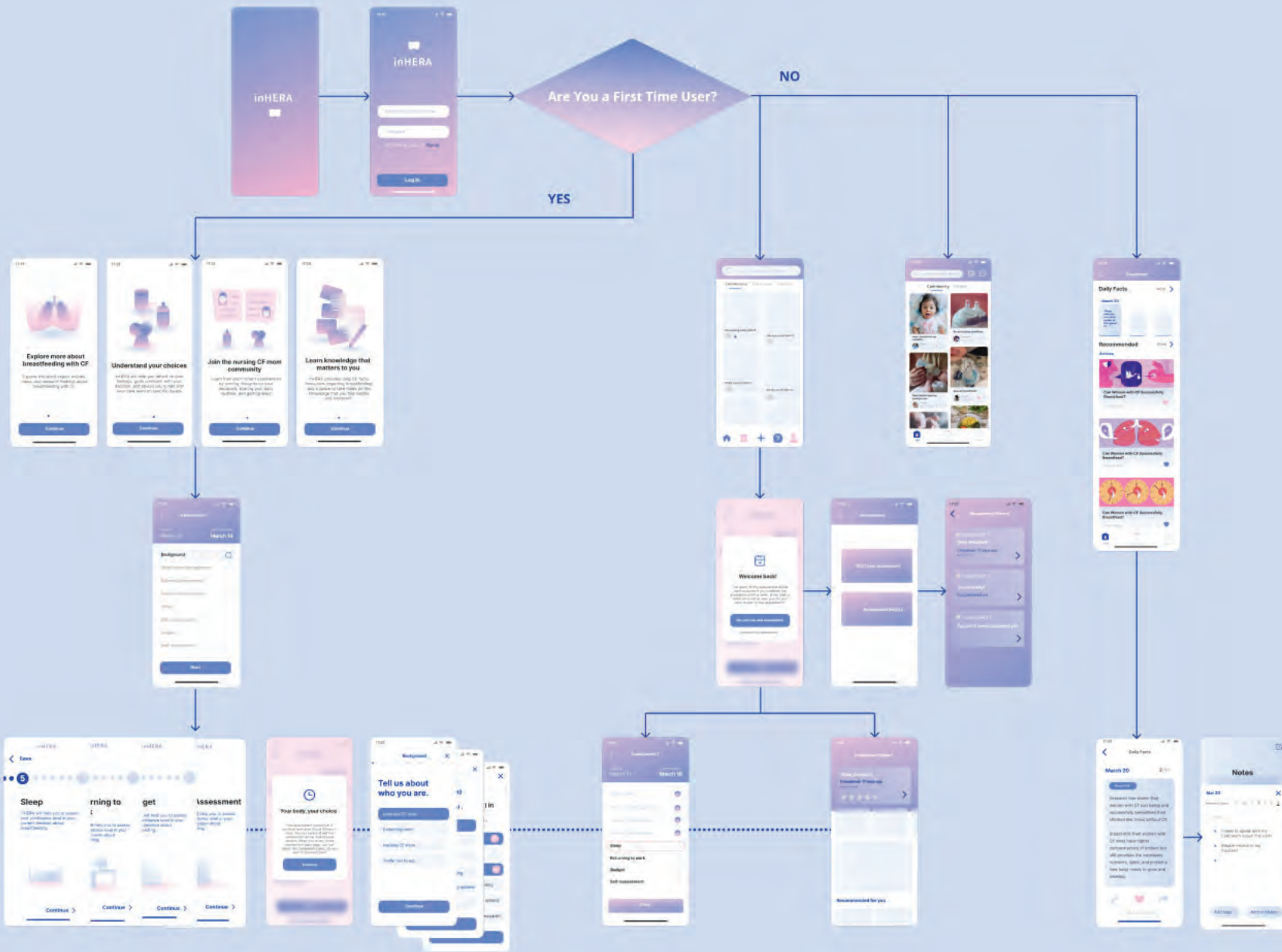




inHERA

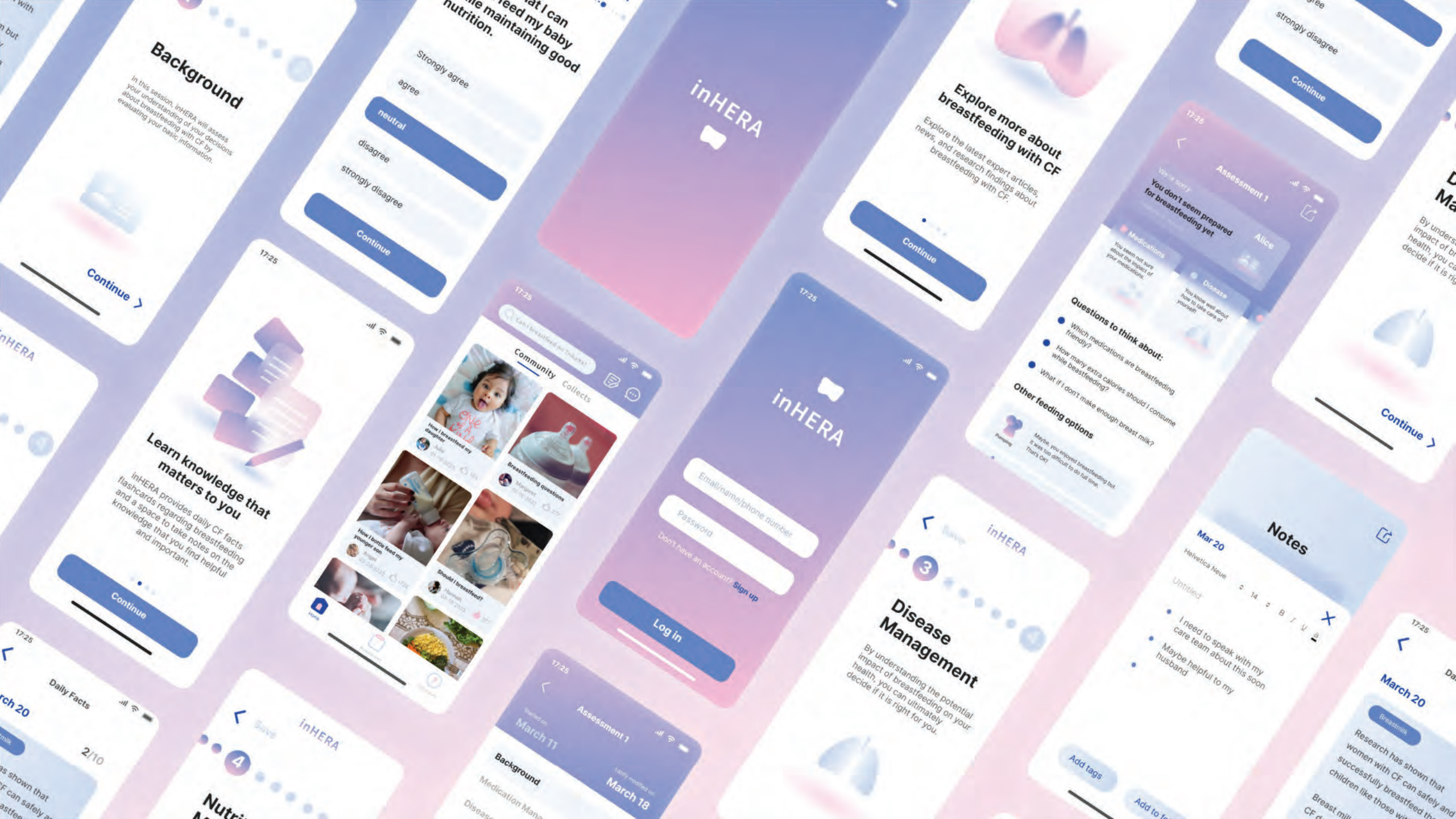
The mobile app inHera (2023) is a breastfeeding decision aid tool designed to help potential, expecting, and new moms with Cystic fibrosis (CF) gain confidence in feeding their newborn children. It provides sufficient, organized, and up-to-date professional information about feeding newborn children for people with CF, allowing moms and caregivers to navigate the resources efficiently with minimal pressure.

My Roles: UX Research, UX Writing, Wireframing, UI Evaluation, Brand Concept, Project Management

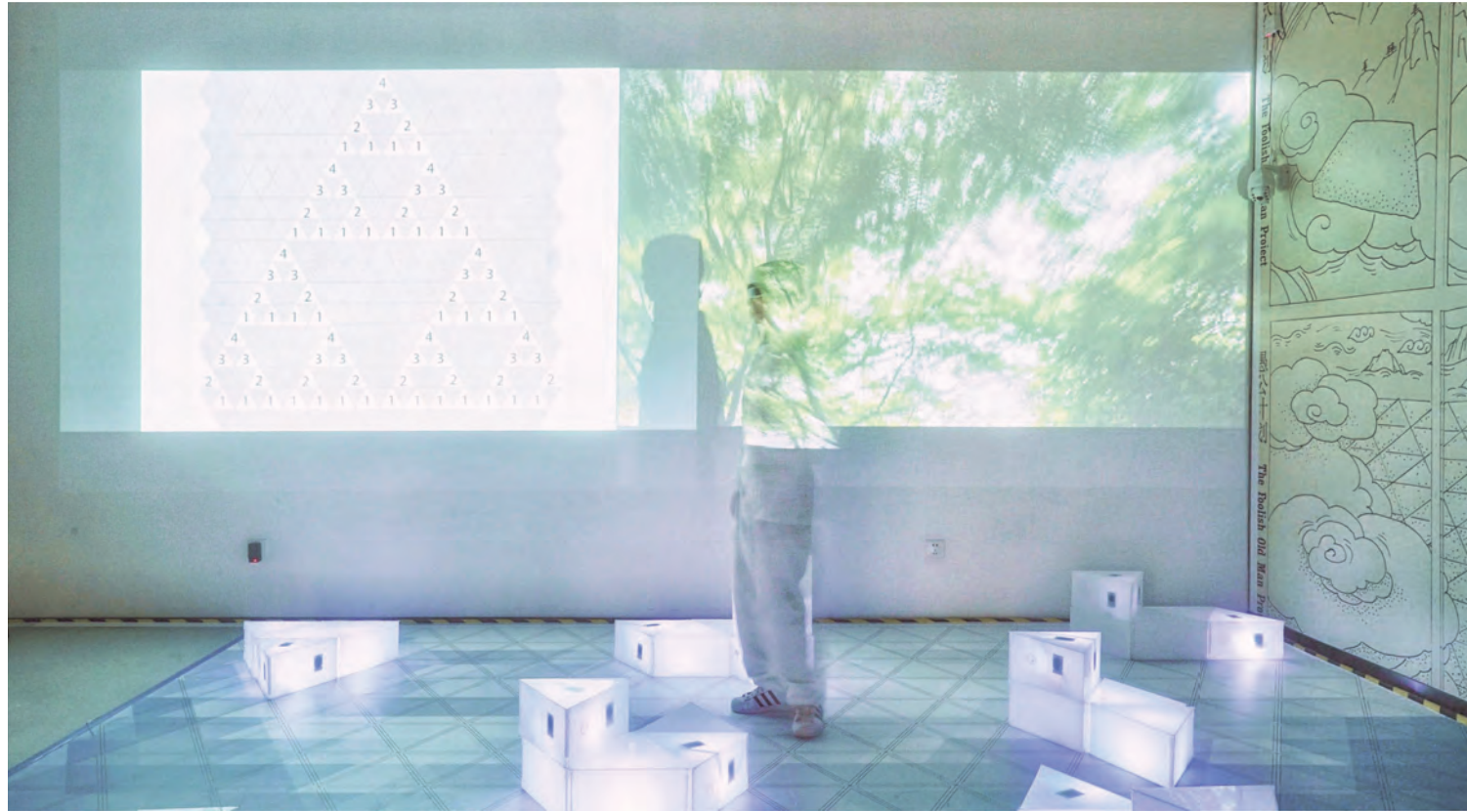


inHERA

PROTOTYPE



FICTION



The Foolish Old Man Project

The Foolish Old Man Project (2019) is a commissioned work to the 2019 Bi-City Biennale of Urbanism/Architecture. The Sci-Fi story in the work was inspired by my memory of my hometown and my deep interest in the prehistoric maritime civilization of the Pearl River Delta Region. I created the concept images, and then we constructed a story in which our modern civilization is going to be discovered by future humans.

My Roles: Art Director / Project Manager / Interactive Situation Designer



MythRhino

MythRhino (2022) is a design fiction I made, speculating the possibility of communicating with a soulmate by syncing each other's dreams. Named after the touching line written by Li Shangyin ("Although we have no rainbow-like wings to fly side by side like phoenixes, our hearts are linked just like the proverbial rhinoceros' horn and can communicate with each other telepathically"), MythRhino was designed to restore this legendary kind of bond between people.

My Roles: Speculative Designer / Storyteller / Visual Designer



THANK YOU!

WWW.CURAXUAN.COM