

JOY WU

PRODUCT DESIGN | PRODUCT OWNERSHIP | LIVE EXPERIENCE

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PROFILE

Product Designer with hands-on product ownership experience and 4+ years in online gaming. Turns business and operational requirements into user flows, interaction states, prototypes, specifications, UAT, and launch-ready experiences. Strongest in complex products connecting digital UX with real-time systems, studio operations, and cross-functional delivery.

PRODUCT DESIGN UX / interaction / system flows / prototypes	PRODUCT OWNERSHIP Requirements / delivery / UAT / launch readiness	DOMAIN Live gaming / social play / physical-digital experience
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EXPERIENCE

CasinoPlus | Philippines

Product Manager - Live Gaming & Product Experience | Feb 2025 - Present

- Own feature delivery across live-gaming products from requirement definition and player flow through prototype, specification, UAT, launch readiness, and post-launch iteration.
- Translate existing game rules and operational requirements into player-facing flows, interaction states, edge cases, information hierarchy, and feedback - without owning game math, probability, payout values, or reward economy.
- Build interactive HTML prototypes for complex states and social/game flows, helping Engineering and Operations align before implementation and reducing ambiguity during handoff.
- Coordinate Engineering, Art, Broadcast, OBS, IT, Studio Operations, Compliance, Procurement, Legal, and external vendors to move features from concept to production.
- For physical-digital studio initiatives, align camera framing, equipment constraints, vendor drawings/materials, on-site requirements, and broadcast presentation as part of product delivery.
- Use competitive review and heuristic evaluation to identify interaction, hierarchy, feedback, and system-status issues and turn them into actionable product improvements.

BingoPlus | Philippines

Product Designer / UI Designer | Jul 2022 - Jan 2025

- Designed mobile gaming experiences across homepage, game lobby, game features, campaign pages, rewards, membership, payment-related surfaces, and responsive web.
- Worked end to end from flow and wireframe through prototype, high-fidelity UI, specification, developer handoff, UAT, and launch support.
- Created reusable UI patterns and contributed to design-system consistency across repeated game and campaign surfaces.
- Partnered closely with developers to translate interaction and motion concepts into production-ready behavior and assets.
- Built a strong visual and motion foundation across product UI, live-game presentation, seasonal themes, and campaign communication.

SELECTED PRODUCT WORK

Game Room & Social Play - Social UX, room creation, invitations, host controls, viewer states
Game Lobby & Discovery - Discovery UX, information hierarchy, browsing, comparison, entry decisions
Bonus Color Game - Feature UX, betting states, draw transition, result feedback, settlement communication
75x Super Round - Player-facing experience around existing rules; qualified vs. view-only outcomes
Physical x Virtual Integration / HYPE Studio - Camera framing, studio constraints, vendor coordination, delivery

CORE SKILLS & TOOLS

Product Design UX Research · Interaction Design · Information Architecture · User Flows · State Design · Prototyping · UI Design · Design Systems · Responsive Web	Domain Live Gaming · Player Experience · Social Play · Discovery UX · Bonus & Reward Experience · Physical-Digital Studio
Product Ownership Requirements · Cross-functional Delivery · UAT · Launch Readiness · Stakeholder Alignment · Vendor Coordination	Tools Figma · FigJam · Photoshop · Illustrator · After Effects · HTML/CSS · Jira · Notion · OBS Studio · ChatGPT · Claude · Midjourney

EDUCATION & LANGUAGES

National Taipei University of Business - B.A. Commercial Design of Business | Chinese - Native | English - Professional working proficiency