Jonathan Fong

UX · UI · VISUAL DESIGN

Made up of a blend of user experience, user interaction, and visual design, I am a front end design expert who makes beautiful design usable to the masses. Coupled with an engineering background, I have both a creative and technical mind that can analyze and solve as well as creatively produce.

EDUCATION

Academy of Art University, San Francisco
Bachelor of Fine Arts
Computer Arts, New Media

University of California, Berkeley
Bachelor of Science
Mechanical Engineering

EXPERIENCE

Cisco Systems
(2010–Present)
Senior User Experience

Primary designer (UX and visual) for Cisco video-sharing product aimed at enterprise customers. Partnered with product and engineering management to plan and define roadmap and priorities. Innovated UI for video play-back and navigation using speech analytics technology. Developed UI to easily manage multiple video streams in a video player. Managed the design and development of Cisco's first video-sharing mobile app for iPhone. Developed workflows, wireframes, and final mockups for re-design of video portal. Led design and implementation on accessibility and language localization, being the first to adhere to stricter Cisco accessibility guidelines. Played lead facilitating role in a Cisco-wide initiative to unify UI and visual design across browser products. Spearheaded the video portal product design refresh to allow for future features and technology.

Ask.com
(2007–2010)
User Experience Designer

Lead Designer on Ask Music, Ask Maps and Business Listings, Ask Recipes, and the Ask NASCAR initiave. Innovated new user focused design on printed map directions. Also innovated designs on inline ad content to improve monetization. Created new ways for recipe listings, Ask Reference pages, and Ask Local pages to be organized and browsed.

NextClickMedia
(2007)
Senior Designer and Product Manager

Art directed, designed, and managed direct-to-consumer product marketing material including websites, landing pages, and email newsletters. Paved the company's first corporate website and print media collateral.

iWin.com
(2005–2007)
Graphic/Web Designer

Produced and maintained graphics for marketing and advertising media for corporate site and casual game products. Designed and developed consumer-facing weekly email newsletter. Also involved in Flash production and interactive design for site and online games.

Rolling Orange
(2004–2005)
Web and Print Designer

Produced, coded, and designed interactive Flash modules, HTML sites, and mass e-mailer pieces for a variety of client projects. Also re-branded and streamlined client side and corporate print collateral.

Element SF
(2004–2009, part-time)
Webmaster, Print Designer, Photographer

Lead designer and webmaster for Bay Area nightlife entertainment company and affiliates. Involved in design of websites, animated banners, and printed fliers. Also managed and shot event photography.

CONTACT

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LOCATION

637 Artisan Place
Hayward, California

WEB

www.jonfong.com

FREELANCE

Tutimelon
Print collateral

San Jose City College
School of
Cosmetology Website

Wedding
Photography
Primary photographer
and post production

Santa Clara Law School
Computer and High Tech
Law Journal Symposium

Gyro Creative San
Francisco
Various marketing and
client collateral

SKILLS

Expert knowledge of
Photoshop
Illustrator
Acrobat Pro

Prior Experience with
HTML
CSS
XML
JavaScript
Flash
Actionscript
QuarkXPress
OmniGraffle
Dreamweaver
Fireworks
InDesign
Video and audio editing