



Jonathan Fong

UX UI VISUAL DESIGNER

AUTODESK

2015–present

Principal User Experience Designer

I currently am team lead and individual contributor of a team of 5 UX designers on Autodesk's help and learning platform supporting 150+ software titles and 8 million users per month.

- Pitched and lead vision of two of Autodesk's most trafficked web platforms, support and e-commerce, into a unified navigation leading to formation and hiring of a new team
- Designed Autodesk's first universal site search, consolidating four search platforms into a single experience
- Led the creation of online marketplace for customers to hire Autodesk service providers which succeeded in overall partner-business increase of 209%
- Worked on Autodesk's Universal Profile effort to create a single customer sign-on and profile experience
- Mentored interns in designing accessible closed captioning, responsive video player
- Designed audio editing feature for video recording app, awarded collaboration award
- Improved content findability (by 23%) with implementation of new information design for contextual search and browse of Autodesk help and learning articles and videos
- Created internal tool to moderate and manage customer contributed content cutting moderation effort by 75%
- Responsible for contribution and authoring platform allowing customers to publish articles and videos

NAGRA / OPENTV

2012–2015

Senior User Experience Designer

Designed and conceptualized OpenTV's (and industry's) first 4k television user interface, earning interest from high profile Dish Networks and winning best of show at IBC 2013 Amsterdam. Led design effort in Nagra's Software Development Kit package for partners. Designed iPad and iPhone concepts to crowd source and interactively display movie/tv show facts and meta data during movie playback. Interfaced remotely and in-person development teams in SF and India, improving development cycle time by 50% to delivery.

CISCO SYSTEMS

2010–2012

Senior User Experience Designer

UX and visual designer for Cisco video-sharing software. Defined roadmap of features and priorities. Innovated new interface speech analytics technology to identify voices and navigate video by speaker. Managed the design and development of Cisco's first video-sharing iPhone app. Led design and implementation of new country-wide accessibility and language localization guidelines. Designed interfaces to manage multiple video stream playback in pre-recorded and live events. Participated in initiative to unify UI and visual design across web applications.

ASK.COM

2007–2010

User Experience Designer

Lead Designer on Ask Music, Ask Maps and Business Listings, Ask Recipes, and the first Ask NASCAR initiative. Innovated new user focused design on printed map directions. Innovated designs on inline ad content to improve monetization (+28% clickthru rate). Designed Ask's first primary results (or smart-answers). Worked on question/answer crowd-sourcing project.

ELEMENT SF

2001–2009

Media Manager, Designer, Publisher, Photographer

Designer and front-end coder for web and email marketing material; graphic designer for print collateral and producer for video media. Concepted, designed, coded, and published weekly updates for the sites of four different sub-brands. Generated overall success of sub-brands by average of 350% increase in profit and average brand longevity of x3. Managed and produced event photography 4 other photographers.

PORTFOLIO

www.jonfong.com

EDUCATION

Academy of Art University, San Francisco

Bachelor of Fine Arts
Computer Arts, New Media

University of California, Berkeley

Bachelor of Science
Mechanical Engineering

OTHER PAST EXPERIENCE

NextClickMedia

2007

Senior Designer and Product Manager

Designed, coded, and managed direct-to-consumer product marketing ads and direct emails, optimizing checkout flow by 33%.

iWin.com

2005-2007

Graphic/Web Designer

Produced and maintained imagery for marketing media, including emails, ads, and banners for casual game marketing portal.

Rolling Orange

2004-2005

Web and Print Designer

Designed, and coded interactive Flash and HTML applications, marketing, and company brand material.

EXTRACURRICULAR

- Photography: Event, wedding, and real-estate
- Event planner and social community leader for Asian American focused events in SF
- Home Owners Association Board of Directors: Studio Walk in Hayward, CA 2012-2019
- Self-proclaimed avid DIYer (home remodeling and crafting)

San Francisco, California
www.jonfong.com