Jonathan Fong
UX DESIGN LEAD

AUTODESK
2015–present
Principal User Experience Designer

I am currently a team lead and contributor on Autodesk's help and learning platform supporting 150+ software titles and 8 million users per month. I championed and advocated for a modern agile project process, being wholly inclusive to development, content strategy, research, and QA from project inception to delivery. Implemented design feedback guidelines across immediate team and project teams to better manage expectations and improve meeting productivity.

- Pitched and led 3-5 year vision of the unification of two of Autodesk's most trafficked web platforms, support and e-commerce, into a unified navigation, leading to a formation of a new team within the company
- Key UX stakeholder and contributor in unification projects for company-wide style pattern definitions for both visual design, IA structure, and navigational patterns
- 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
- Led initiative to improve customer experience of locating learning content including the creation of quick start guides, certification, and training
- Mentored interns in designing accessible closed captioning, responsive video player
- Designed audio editing feature for video recording app; winning 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%
- Designed crowd sourcing 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 Partner Software Development Kit. 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 globally to development teams in SF and India.

CISCO SYSTEMS
2010–2012
Senior User Experience Designer

Sole UX and visual designer for Cisco video authoring and sharing software. Defined and prioritized roadmap of features. Innovated new interface for speech analysis 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, being the first at Cisco to adhere to new stricter rules. 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% click-thru 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 and managed 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)

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