



Jonathan Fong

UX UI VISUAL DESIGNER

From the years of motion-graphics to today's various UX specializations, I've engaged in a number of roles of the design industry as it evolved in the past 15 years. As an early visual and Flash production designer at small firms to a Sr/Principal UX designer in corporations, I've experienced the gamut of the product cycle from concept to build to validation. With a high respect for process, I've become a strong, organized partner with product management and developers alike while also being a dynamic contributor and lead and for my own design teams.

AUTODESK

2015-present

Principal User Experience Designer

One of a team of five designers for Autodesk's support and learning websites which supported 150+ products and 8 million users per month which included forums, contact us, and library of articles and videos. As a designer, created lo and hi-fidelity wireframes, prototypes, visuals, and specifications documents. As a team lead, I organized solutioning sessions, mentored interns, lead design reviews, formed partnerships with other Autodesk design teams, and participated in defining global interactive patterns and strategic visions. I partnered with product management to champion the project life-cycle process which helped project teams solve communication and execution challenges.

- Designed Autodesk's first customer contribution platform
- First to envision evolutionary steps of unifying the support and e-commerce web properties into a unified navigation
- Casted vision of Autodesk's northstar model for support & learning website
- Mentored interns in designing responsive, closed captioning video player
- Served on team to define and represent human interface design guidelines
- 2x site redesigns for support & learning and forums sites
- Lead the creation of new craigslist-style marketplace for customers to find and contact Autodesk service providers
- Designed audio editing feature for desktop screen-capture app
Created internal tool for content strategy team to moderate and curate contributed content
- Defined and designed a profile-consolidation strategy and workflow for Autodesk's multi-customer-profile problem

NAGRA / OPENTV

2012-2015

Senior User Experience Designer

Designed and conceptualize OpenTV's (and industry's) first 4k user interface, garnering new customer and partner interest (including Dish Networks) at international tradeshows, including CES 2014 and earning best of show at IBC 2013 Amsterdam. Lead redesign effort in Nagra's Software Development Kit package for partners. Worked with Nagra's innovation team on design concepts to enrich movie/tv show data in crowd sourced platform. Interfaced remotely and in-person with remote and local development teams and external customers with guidance and heavy documentation.

CISCO SYSTEMS

2010-2012

Senior User Experience Designer

Single designer (UX and visual) for Cisco video-sharing software for enterprise customers. Defined roadmap of features and priorities for product management and development. Innovated new UI for video play-back with speech analytics technology. Designed an interface to manage multiple video stream playback in a pre-recorded and live video. Managed the design and development of Cisco's first video-sharing mobile app. Produced all workflow, wireframe, and final mockup deliverables. Led design and implementation on accessibility and language localization, being the one of the first designers to adhere to stricter Cisco and country-wide accessibility guidelines. Participated in a Cisco-wide initiative to unify UI and visual design across web applications. Led future video portal vision of new design and video features amongst the product and development team.

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. 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, browsed, and monetized.

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 and managed direct-to-consumer product marketing material and company website.

iWin.com

2005-2007

Graphic/Web Designer

Produced and maintained graphics for marketing media for casual game products portal.

Rolling Orange

2004-2005

Web and Print Designer

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

Element SF

2001-2009 PT

Web, Print Designer, Photographer

Designer and front end coder for HTML and email and print marketing material.

EXTRACURRICULAR

- Event, wedding, and real-estate photography
- Event planner and social community leader for Asian American focused events in San Francisco
- Home Owners Association Board: Studio Walk in Hayward, CA 2012-2019
- Event flier and poster design
- Self-proclaimed avid DIYer (home remodeling and crafting)