

Anna Fong

User Experience Designer

808-391-2125
anna@annaylfong.com
www.annaylfong.com

EXPERIENCE

Bank of Hawaii

Senior Website Designer (2017 – Present)

- Create and present wireframes, user flows, high fidelity prototypes and mockups to leadership and stakeholders.
- Collaborate with product managers and vendors to execute digital campaigns, define and resolve user pain points to increase overall engagement. Partner with production team and developers to push website enhancements in a monthly sprint cycle and complete functional and regression testing.
- Design new web components to support growing content, manage style guides and design system for website.

RevaComm

Senior User Experience Designer (2016 – 2017)

- Developed and presented UX strategies to clients while overseeing the UX and design of web apps and websites.
- Collaborated with the development team to ensure the end product was of the highest quality and could be produced on-time and within budget.
- Led and mentored the UX team.

User Experience Designer (2014 – 2015)

- Translated client business goals and target audience needs into effective functional UX design solutions.
- Created site maps, content audits, wireframes, prototypes, mockups, web templates, test plans and participated in agile development using scrum methodology.
- Assisted in project management and led junior team members.

Sullivan Family of Companies

UI/UX Developer (2013 – 2014)

- Developed and maintained the user experience and content in the Foodland mobile app for Android and iOS.
- Created, designed, and executed front-end development for responsive email templates.
- Developed content for Foodland, The Coffee Bean & Tea Leaf, and Shops of Hawaii websites.

Anthology Marketing Group

User Experience Designer (2012 – 2013)

- Created and executed front-end web development, information architecture, interaction design, content strategy and user research.
- Responsibilities included consultation and recommendations to clients, leading and directing UX team members under the supervision of the UX Director, as well as developing sketches, low fidelity wireframes, and prototypes.

Associate User Experience Designer (2010 – 2012)

- Developed user experience design on digital projects and participated in initiatives involving information architecture, interactive design, content strategy, user research and front-end web development.

Web Production Assistant (2008 – 2010)

- Supported creative team with front-end web development, coded and maintained client e-newsletters and routinely updated existing client websites.

EDUCATION

Academy of Art University

Bachelor of Fine Arts (2004 – 2007)

- Web Design & New Media

SKILLS

UX Strategy
UX Design
User Research
Wireframes
Prototype
Web Design
HTML/CSS
Usability Testing
Cantonese

TOOLS

XD
Omnigraffle
Balsamiq
InVision
Figma
Dreamweaver
Photoshop
Illustrator
InDesign
MS Office
Pen & Paper
MAC
Windows