

Anna Fong

User Experience Designer

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EXPERIENCE

iQ 360

Senior Digital Designer (2022 – Present)

- Manage web projects and produce custom digital experiences. Lead discussions with clients and provide recommendations on user experience, information architecture, content strategy, responsive design, and web accessibility.

Bank of Hawaii

Senior Website Designer (2017 – 2022)

- Collaborated with product managers to define business requirements. Produced solutions that resolved pain points, and improved product journeys while creating visually engaging experiences for customers using the website and web apps.
- Created user flows, wireframes, high fidelity prototypes, mockups and presented to business units and stakeholders.
- Owned and maintained the website brand guides, design systems, desktop procedures, and components library. Partnered with our Brand team to ensure website content is aligned with the Bank of Hawaii brand. Worked with developers to QA test and ship website enhancements in sprint cycles.

RevaComm

Senior User Experience Designer (2016 – 2017)

- Developed and presented UX strategies to clients while overseeing the UX and design of websites and web apps.
- Collaborated with the engineering team to ensure the shipped products were 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)

- Designed the user experience in Foodland's first mobile app for Android and iOS.
- Developed visual content for Foodland, R. Field Wine Company, The Coffee Bean & Tea Leaf Hawaii, and Shops of Hawaii for distribution on websites, emails, and social media.

Anthology Marketing Group

User Experience Designer (2012 – 2013)

- Created and presented wireframes and prototypes to clients. Executed front-end web development, information architecture, interaction design, content strategy, and user research for websites while leading junior team members.

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 front-end web development for websites, created email templates, sent e-newsletters, and maintained client websites.

EDUCATION

Academy of Art University

Bachelor of Fine Arts (2004 – 2007)

- Web Design & New Media

SKILLS

UX Design

UX Strategy

Wireframes

Prototype

Web Design

HTML/CSS

User Research

Usability Testing

Cantonese

TOOLS

XD

Omnigraffle

Balsamiq

InVision

Figma

Sketch

Photoshop

Illustrator

InDesign

Dreamweaver

MS Office

MAC

Windows