

JORDAN FONG

### **UX/UI DESIGNER**

New York

## Skills -

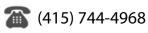
#### Process

Heuristic Analysis Competitive Analysis Contextual Inquiry Card Sorting Research Synthesis User Flows Wireframing Rapid Prototyping Usability Testing Task Analysis

Video Editing Video Media Transcoding

### Software

Sketch Adobe Indesign Adobe Illustrator Adobe Premiere Adobe Photoshop Axure RP Invision Principle Jira HTML & CSS SQL Wordpress Final Cut OmniGraffle Microsoft Office



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in

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# About Me

My training and professional background is multi-disciplinary and inclusive of skills focusing in story telling, problem analysis, and design. My professinal work has touched industries in film, tech, law, and non-profit organizations. Utilizing my bottomless curiosity I strive to find that X that resonates in people's hearts and minds to design creative solutions.

## Experience

#### DESIGNER

Bluenumber Foundation 🔶 Dec 2016 - Apr 2017

- Redesigned Bluenumber.org website
- Designed wireframes and a clickable prototype of a supply chain management platform for global client presentations
- Created animation videos to visual business goals to partners
- Icon illustration
- Supplied UX product strategy to realign the company's target audience

#### **UI DESIGNER**

Helpsy Health 🔷 Dec 2016 - Jan 2017

 Supported lead designer with UI Screens and user flows for the first release of their mobile app

#### **WEB DESIGNER**

Rue B Jazz 🔶 Oct 2016 - Dec 2016

- Conducted competitive & heuristic analysis for the original site
- Designed wireframes & clickable prototypes for an updated website

#### **UX DESIGNER (LEAD)**

Urbacraft 🔶 Feb 2016 - Mar 2016

- Redesigned Urbracraft's website to attract a younger demographic and educate new website visitors about their unique toy experience
- Project manager and client liaison for a team of 3 UX designers
- Led over 18 individual user interviews to improve product strategy
- Wireframed key screens and restructured website's system architecuture

#### **MEDIA PARALEGAL**

Herzfeld & Rubin 🔶 Feb 2015 - Oct 2015

- Graphic Designer for firm's marketing material
- Lexis Nexis Research
- Use of E-Discovery services to review and organize discovery documents
- Managed firm's photography, video & audio matters
- Produce trial notebooks & court presentation materials for attorney teams

# Education



BA Philosophy (Law Emphasis) 2011 1 Year Study Abroad Media Arts & Production 2011 Accelerated ABA Program Paralegal Studies 2015

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