
Profile

User experience designer with experience redesigning large, content-driven corporate web properties from conception through completion. Experience includes preliminary forward-thinking POC work that explores new UI behaviors, visual designs, and user-centric business models, while also including IA, user testing, and visual design work for production-track initiatives. Formal background in human-computer interaction and graphic design allows me to collaborate with you to create great user experiences.

Portfolio

www.dicksonfong.com/work

Career Development

Visual Designer

Edmunds Inc.
Santa Monica, CA
2008-present

Evolve the user experience on Edmunds.com and Inside Line web properties by applying progressive visual design, interaction design, and branding to new product initiatives.

Contributions to Design Process:

Collaborated with colleagues on a design process that is transparent to all cross-functional teams across Edmunds, integrating UXD work and deliverables into an iterative Agile environment. Created a flexible and scalable design documentation system to support this process. Artifacts include module-level, page-level, and site-level user goal and business goal documents, content hierarchy diagrams, user flow diagrams, and site maps. This information is sequentially linked and organized to preface and explain subsequent wireframes, visual designs, user interactions, and UI behaviors.

Collaborated with peer designer to create an efficient and reliable design workflow that integrates Photoshop, Illustrator, InDesign, Bridge, and custom PHP pages. Workflow significantly reduces human error and reduces collaborative overlap between design team members. Proven to reduce LOE times up to 87% on some page designs.

Contributions to Information Architecture:

Created flexible, scalable diagrams representing module-level and page-level content hierarchy, conceptual wireframes, high-fidelity wireframes, user task flows, and site maps.

Contributions to Visual Design:

Defined interactions, behaviors, and graphic design for global UI components for site redesign initiatives. Created visual design system for upcoming site redesign that balances flexibility and scalability with logical constraints. Created early style guide documentation to facilitate future development of a patterns library system.

User Experience Designer

Dickson Fong Design
Los Angeles, CA
2006-2008

Designed, developed, and managed web projects from conception to delivery. Executed projects with emphasis on creating engaging user experiences that simultaneously elevate the client's brand, services, and products.

DICKSON FONG

● User Experience Collaboration

Student

UC San Diego
San Diego, CA
2001-2007

Extensive formal studies in usability best practices and user-centered design processes. Designed interfaces for electronic devices, work systems, and websites. Field researcher for the Steelcase office furniture company to perform ethnographic research on workflows of registered nurses at UCSD Thornton Hospital.

Systems Engineer

Nokia Mobile Phones
San Diego, CA
2004-2004

Collaborated with hardware and software engineers to test and document device interoperability for new mobile handsets and accessories.

Education

B.S. Cognitive Science with Specialization in Human-Computer Interaction
University of California, San Diego
March 2007

Technical Skills

Design Software	Photoshop, Illustrator, InDesign, Bridge, OmniGraffle, OmniOutliner, Visio, Coda, Dreamweaver
Mark-up & Languages	XHTML, CSS, PHP, Java, C
General Software	Word, Excel, PowerPoint, Pages, Numbers, Keynote
Operating Systems	Mac OS, Windows

Design Blog

www.dicksonfong.com