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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

About Me

My training and professional background is multi-disciplinary and inclusive of skills focusing in story telling, problem analysis, and design. My professional 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 Urbacraft'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 architecture

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



User Experience
Design Immersive
2016