

AMANDA FONG

Senior Product Designer

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amandafong.com

EXPERIENCE

PRESENT
2017 02

Senior UX/UI Designer | CBS Interactive

Burbank, CA

Focusing on desktop and mobile platform, responsibilities includes leading the network initiatives team from wireframes to final implementation. Exercising the UX/UI process to streamline productivity and workflow from user research, prototyping, user testing and visual design. Collaborating and brainstorming with product, engineering, editorial, search and user-testing teams to identify the best solutions and problem solve for our business roadmap goals. Be a team leader in educating and mentoring a small team on methods to drive innovation, latest trends and technical tools like prototyping and Sketch.

2017 02
2015 08

UI Designer | CBS Interactive

Burbank, CA

Worked on the redesign of cbs.com with the core site team, and bringing interaction design and compelling user interfaces to the desktop and mobile platform. Created UI elements for event pages such as Superbowl, The Grammys, Upfronts and other network events hosted by CBS.

2015 07
2014 11

Senior Digital Designer | Nickelodeon

New York, NY

Supported the events team in building UI voting experiences, interstitial ads, and promotional campaigns. Worked with production team to create branding for new shows across all desktop, mobile and OTT platforms.

2014 11
2012 05

Lead Web Designer | Warner Bros. Entertainment

New York, NY

Managed a small team of designers, and lead the creative vision of 5 e-commerce websites for desktop and mobile app experience from UX to UI. Help social team build engagement through Facebook which contributed to a 35% increase in sales. Brainstormed with marketing to help build dynamic email newsletter content to increase the click-through-rate. Built strong relationships with sister companies and innovating on new ideas.

2012 05
2011 03

Junior Web Designer | Warner Bros. Entertainment

New York, NY

Designed compelling visual layouts for emails, homepages, and affiliate web banners. Worked closely with VP of eCommerce and Senior Designer. Art directed product photo shoots, retouching and optimizing web images.

EDUCATION & CERTIFICATES

2017 04
2017 02

Certificate, Front-end Development | General Assembly

Los Angeles, CA

HTML5, CSS3, JavaScript, jQuery, GitHub, and Sublime. Built a fully responsive, interactive website that stands apart from the usual templates.

2011 06
2007 08

Bachelor of Arts, Graphic Communication | CUNY - Baruch College

New York, CA

LOCATION

Greater Los Angeles Area
1017 N Curson Ave, #3
West Hollywood, CA 90046

SKILLS

EXPERT

Adobe Photoshop, Illustrator, Sketch, Invision, Microsoft Office, Keynote, Webflow, UX Design, UI Design, Interaction Design, Slack, JIRA, Asana, Basecamp, Agile/Scrum/Kanban

INTERMEDIATE

Front End Development, HTML5, CSS, JQuery, JavaScript, Sublime, Proto.io, WordPress, Google Analytics, Framer

BEGINNER

Adobe After Effects, Flinto, Origami, UX Pin, PHP

LANGUAGES

English, Chinese (Cantonese)