

AMANDA FONG

SENIOR PRODUCT DESIGNER @ DIRECTV NOW

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Experience

Senior Product Designer

AT&T / DIRECTV NOW, Apr 2018 - Present (Los Angeles)

Conceptual design and full execution of new features, redesign, and design enhancements. Role includes brainstorm with whiteboarding, sketching wireframes, ideate UI and test with in person candidates with different research methods. Strategically think how solutions affect the whole design ecosystem for consistent experience.

Senior UI Designer

CBS INTERACTIVE, Aug 2015 - Apr 2018 (Los Angeles)

Focusing on desktop and mobile platform, responsibilities includes leading the network initiatives team from wireframes to final implementation. 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.

Senior Digital Designer

NICKELODEON, Nov 2014 - Jul 2015 (New York)

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.

Lead Web Designer

WARNER BROS. ENTERTAINMENT, Mar 2011 - Nov 2014 (New York)

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.

Education

General Assembly

Certificate, Front-end Development
2017

CUNY, Baruch College

Bachelor in Arts
Graphic Communication
New York, 2011

Technical Skills

EXPERT

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

INTERMEDIATE

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

BEGINNER

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