



Dickson Fong / User Experience Designer



I'm a user experience designer who has helped redesign desktop and mobile websites for companies such as Oakley, Ray-Ban, and Edmunds. I have designed and directed websites for e-commerce, mobile commerce for iOS and Android devices, brand-oriented campaigns, and news publishing. With a formal background in user-centered design and human-computer interaction, I enjoy exploring

progressive new information architecture and user experience methodologies. I have successfully collaborated with peer designers, developers, analysts, and business owners to evangelize, formulate, and implement UX thinking throughout organizations, with the ultimate goal of fostering a productive, iterative environment for success based on measurable goals and results. How can we work together to take it to the next level?

Portfolio

dicksonfong.com/portfolio.html

Career Snapshot

User Experience Designer

Oakley, Inc.
Foothill Ranch, CA
2010-present

User experience and design lead for the Oakley mobile-commerce website (iPhone and Android-phone optimized, launch anticipated) and all Oakley brand/commerce initiatives.

User experience and design for the Ray-Ban.com e-commerce website, including the improvement of faceted navigation and guided shopping experiences.

Collaborate with peer designers, developers, analysts, and business owners to evangelize, formulate, and implement UX methodologies throughout the Oakley/Luxottica Global E-Commerce Group.

Visual Designer

Edmunds, Inc.
Santa Monica, CA
2008-2010

Collaborated with colleagues on a design process that is transparent to all cross-functional teams across Edmunds, integrating UX 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.

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.



Some additional information about me. UX is a very multifaceted discipline, involving project planning, research, ethnography, information architecture, visual design, testing, and a good ol' fashioned dollop of art direction.

If you'd like to read more about my perspectives regarding UX and design, I encourage you to check out my design blog at dicksonfong.com.

Education

B.S. Cognitive Science with Specialization in Human-Computer Interaction

University of California, San Diego
La Jolla, CA

Extensive formal studies in usability best practices and user-centered design processes under CogSci/HCI professors Don Norman, Jim Hollan, David Kirsh, and Edwin Hutchins. 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.

Technical Skills

Design Software	Photoshop, Illustrator, InDesign, Bridge, OmniGraffle, OmniOutliner, Visio, Coda
Mark-up & Languages	HTML, CSS
General Software	Word, Excel, PowerPoint, Pages, Numbers, Keynote
Operating Systems	Mac OS, Windows, iOS, Android

Testimonials



Dickson brings intellectual curiosity and enthusiasm to every project he works on, and always goes the extra mile. [...] He is equally skilled in both visual design and user experience/human factors work. He is articulate, thoughtful and easy to work with. Any team would be lucky to have him, and I'd hire him again in a heartbeat!

Jacqueline Remus
Vice President of Design & User Experience
Edmunds, Inc.



Recently, I was present through several mobile optimization projects whereby Dickson presented to a group of business owners, designers and development resources his analysis on how best to provide proper optimization techniques for our needs. He conducted a thorough competitive analysis as well as provided insights to truly optimize based on our specific brand needs. [...] He is a true team player and collaborates well with other team members. A true pleasure to work with!

Kathy McNeill
Online Marketing Director
Oakley, Inc.

Read more testimonials at

