



CHLOE 方

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Core Skill Set:

Research:

Diary Studies,
Ethnography, Usability
Testing, Stakeholder
Interviews

Design (UX /UI):

Workshop facilitation
User Testing,
Wireframing,
Prototyping, UI
design, CAD, VR
Mockup Rendering

Product Management:

Gathering design
and development
requirements, product
scoping and product
roadmaps

I'm a product designer who has helped many organisations, from multinationals to small charities, create, optimise and launch products and services globally.

I love figuring out how things work, but what fascinates me the most is what makes people tick.

Data informed, user centred design is at the core of my practice. I believe that in order to design the best experiences, not only do you need to put yourself in the users shoes, but it is also important to have an understanding of the technical strengths and limitations for the chosen platforms/ interfaces.

As a leader, I subscribe to the servant leadership philosophy. I also have extensive experience in designing for virtual reality experiences, voice interfaces and the applications of off the shelf ML models.

Work Experience

UX Lead, Rush Digital

2019 - Present

Auckland, NZ

- Working with other members of the oversight team (engineering, client and business analysis) to ensure scrum teams are maximising customer value at every release
- Ensuring the quality of design outputs across feature teams are cohesive and intuitive for the overall user journey across the service
- Defining and implementing a customer-centric, data-informed design delivery process for the Z Programme that optimises for maximum customer and business value
- Helping designers on the Z Programme achieve career and personal development goals
- Increasing the value the RUSH design team returns to Z product managers through user research and design sprint coaching
- Driving consistency of design ways of working and delivery quality across the Z product teams
- Empower designers, engineers, BAs and product managers to deliver customer value at every sprint

Client: Z Energy

Senior Experience Designer, Rush Digital

2018 - 2019

Auckland, NZ

- Planned and selected research methods to discover user needs - from diary studies
- Helped define product vision, KPI's, positioning, and go to market strategy for a major NZ Bank
- Planned and delivered design thinking workshops and exercises for various engaged in the explore phase of the Rush proposition
- Start and evolve the user research discipline and capabilities within the agency, train and educated talent to fulfil those roles
- Educated and coached clients on the design thinking methodology
- Delivered solutions that balance business goals, revenue targets and user needs to provide engaging experiences

Clients include: ASB, Men's Health Trust, EROAD

Twitter: @clowster

Instagram: theclowster

Medium: @clowster

UX Designer, Somo

2017 - 2019

London

- Lead a key research project on how the general UK public understand and give companies access their personal data post GDPR
- Designed high fidelity mockups and animations for web, mobile, voice and AR/VR
- Created and led training workshops for voice UI design
- Leveraging analytics and research insights to guide the design process across multiple clients across banking and automotive
- Facilitated workshops and requirements gathering sessions with clients and stakeholders
- Created user journeys, flows, sketches, wireframes and annotations
- Working on short design sprints to develop proof of concepts rapidly
- Assisting with pitches and contribute to scoping projects and timelines
- Writing test scripts and conduct user testing sessions to validate proposed solutions
- Working closely with the product, design, tech and QA team in an agile sprint environment

Clients include: HSBC, De Beers, Volkswagen Group, Lloyds Banking Group

Innovation Experience Designer, Somo

2016 - 2017

London

- Researching, understanding and testing the capabilities of emerging technologies; and educating the rest of the business about the findings
- Created one of the first experience design guidelines based on observations of users interacting with VR and voice UI
- Produced roadmaps for "Products of the Future" to better prepare clients for the future of digital

Clients include: Betfair, Audi UK, LVMH

Freelance Designer, Self Employed

2012 to Present (when needed)

Global clients: Hong Kong, London, Silicon Valley, New York City

Product Design Intern, Proporta

2014-2015

Brighton, UK

- Lead designer for the 2015 tablet range and all Argos Proporta products, liaising with the factory and client to meet budget and timeline requirements
- CAD and 3D renders of cases for client proposals

Pro Bono Work

Advisory Board Member - Colab Creative Technologies, Auckland University of Technology (AUT)

2019-Present

Colab: creative technologies bring together the design, engineering and entrepreneurship in one project-based learning environment

- As an industry advisor, identify any projects that may be relevant to students of the course

Human Languages: English, Cantonese, Mandarin, and a little bit of French

- Advise on industry trends to help AUT staff members create course curriculum that equips students with the skills to prepare for jobs in the industry after graduation
- Create and plan industry projects for students who choose to work with industry partners

Digital Design Strategist, Bhagat Hari Singh Charitable Hospital 2016 - 2018

BHS Charitable Hospital is a hospital in rural India, providing subsidised healthcare for rural villages. I was brought in to consult on their digital strategy.

Design

- Created design guidelines for a brand refresh; including colour and typography, as well as liaising with outsourced logo designers
- Modernised their old flash website into a mobile friendly, HTML 5 site
- Information architecture, wireframing and prototyping of the website
- Visual design and front end development of the site using wordpress
- Payment, Mailchimp and contact form integration

Strategy

- Working with the client to create a 5 year digital and offline roadmap
- Researching on the donation habits British born Indian baby boomers
- Implementing marketing material through the right channels of delivery

Education

BSc (Hons) Product Design, University of Brighton

2012-2016

1st Class Honours, twice awarded the annual Product Design School Prize for outstanding achievement

- An industrial design course based on a user centred approach of research, ideation, development and launch
- Invented Encuro Blocks, IXDA Interaction Awards 2018 Finalist

Cert.HE Sports Medicine, University of Glasgow

2010-2012

International Baccalaureate Diploma, West Island School, Hong Kong

2008-2010 - 32 points overall

Hard Skills:

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Marvel, Solidworks, Blender, Flinto, Invision Studio, Adobe XD, Premier Pro

DesOps: Jira, Miro, Confluence

On Saturdays, you will probably find me in front of a goal in a giant foam suit, continuing the hockey goalkeeping tradition for the 3rd generation; or you might find me in the kitchen, conducting a new food experiment, combining the flavours of Chinese, Italian and Indian cooking.