



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 design lead 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.

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

Work Experience

UX Lead, Rush Digital

2019 - Present

Auckland, NZ

- Defining and implementing a customer-centric, data-informed product delivery process for a major client that optimises for maximum customer and business value.
- Building and continuously improving the product team's outcomes by creating a user research customer database, developing a design system and exploring tools to maximise the build, measure, learn loop.
- Manage and mentor a small team of 5 designers and researchers by developing an environment of empowerment, continuous discovery and hypothesis driven validation.
- As a member of the discovery team, validating and testing business goals and requirements before they are passed to feature teams
- Increasing the value the team returns to the product managers through upskilling and Lean UX coaching
- Driving consistency of ways of working and delivery quality across 4 cross functional scrum teams
- Empower designers, engineers, BAs and product managers to deliver maximum customer value at every sprint

Client: Z Energy

Senior Experience Designer, Rush Digital

2018 - 2019

Auckland, NZ

- Plan and select research methods to discover user needs, analyse and present findings to relevant stakeholders
- Help define product vision, KPI's, positioning, and go to market strategy across a range of clients from various industries
- Planning and facilitation of design thinking workshops and exercises across the key stages of Explore: discover & define, ideate and validate
- Start and evolve the user research discipline and capabilities within the agency, train and education talent to fulfil those roles
- Educate and coach clients on the design thinking methodology
- Deliver solutions that balance business goals, revenue targets and user needs to provide engaging experiences that resonate with their audience
- Promote continual improvement and actively contribute to a culture of innovation, excellence and accountability.

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

Twitter: @clowster

Instagram: theclowster

Medium: @clowster

UX Designer, Somo

2017 - 2019

London

- Leading research studies to understand user needs and requirements
- Leveraging analytics and research insights to guide the design process
- Facilitating workshops and requirements gathering sessions with clients and stakeholders
- Working collaboratively with product, design and engineering team to define the product vision and scope
- Creating user journeys, flows, sketches, wireframes and annotations
- Designing high fidelity mockups and animations for web, mobile, voice and AR/VR
- Working on short design sprints to develop proof of concepts
- 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
- Creating experience design guidelines based on observations of users interacting emerging technologies such as VR and voice UI
- Producing 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

- Creating design guidelines for a brand refresh; including colour and typography, as well as liaising with outsourced logo designers
- Modernising 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 a 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

Software:

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

Currently learning SQL, R and Python for when AI takes over the world.

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 will find me in the kitchen, conducting a new food experiment, combining the flavours of Chinese, Italian and Indian cooking.