

Andrew Wong

216 Rosilie Street • San Mateo, CA 94403 • Phone 650-224-7389 • Fax 650-573-6380 • Email awong@awong.com • Web www.awong.com

summary

Proven user experience designer/manager leading and designing successful interactive experiences for over 30 million consumer and business users since 1994. Over nine years of experience building and leading teams to increase product value, reach new markets, and win customers through user-centered design innovation, improving usability, increasing user-friendliness, extending brand identity, and improving business outcomes.

employment history

Nok Nok Labs, Inc., Palo Alto, CA (www.noknok.com)

Lead User Experience Engineer (July 2012 – present)

- Designed Android, iOS, desktop, and web experiences for multifactor authentication without passwords, using fingerprint biometrics, face recognition, or voice recognition.
- Provided visual and interaction design, mockups, prototypes, front-end development.
- Managed and facilitated user research.

Intuit, Inc., Mountain View, CA (NASDAQ: INTU • www.intuit.com)

User Experience Manager (November 2009 – July 2012)

- Designed shop/buy/manage/use experiences for Apps.com, an app store for small business apps that integrate with QuickBooks accounting software.
- Designed Web apps to integrate Salesforce and eBay with QuickBooks data.
- Managed and facilitated user research.
- Recruited, hired, managed, and developed user experience team.

SuccessFactors, Inc., San Mateo, CA (www.successfactors.com — now SAP)

Lead UX Designer/User Experience Manager (January 2006 – November 2009)

- Led UI design for the SaaS leader in HCM (Human Capital Management), serving 2,850+ customers with 5.2+ million users in 185 countries and 31 languages.
- Led and designed UI for the Recruiting product, winning a 420,000-seat deal.
- Implemented user-centered design across performance and talent management suite.
- Managed and facilitated user research: concept exploration, cognitive walkthroughs, design validation, task analysis, heuristic evaluations, and usability testing.
- Developed user experience guidelines, UI widget library, high and low-fidelity prototypes, visual and interaction design, interaction flows, wire-frames, and personas.
- Recruited, hired, managed, and developed user experience team.

CollabNet, Inc., Brisbane, CA (www.collab.net)

Senior User Experience Designer (2004 – 2005)

- Designed enterprise global distributed development software interface for application lifecycle management and communications (discussion forums, blogs).
- Developed high and low-fidelity prototypes, visual and interaction design, use cases, interaction flows, wireframes, specifications, icons, and personas.

2Wire, Inc. (Now Pace), User-Interface Designer (2001 – 2004)

- Designed and produced complete user experience for the HomePortal consumer/business broadband gateway (25 million sold as of 2009).

Asimba, Inc., Cofounder, Chief Design Officer, and Board Member (1998 – 2000)

- Recruited, hired, managed, and developed user experience team.
- Led creative direction, design, information architecture, usability, and UI development for corporate Web site, Web applications, corporate identity, collateral, exhibits.

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employment (cont'd)

Poppe Tyson Interactive (now Publicis Worldwide), Creative Director (1993 – 1997)

- Built, managed, and developed team of designers, writers, and UI developers.
- Member of worldwide client acquisition team.
- Led user experience design, creative direction, information architecture, and UI development for Web sites, Web applications, and advertising for:
 - The White House
 - Netscape
 - Chrysler Corporation
 - Cadillac Motors
 - Intel Corporation
 - Hewlett-Packard
 - Gateway, Inc.
 - Novell, Inc.
 - Sony Computer Entertainment
 - San Jose Convention and Visitors Bureau
 - E*Trade Financial
 - Edward Jones
 - Hongkong and Shanghai Bank (HSBC)
 - Knight-Ridder Information

contract experience

Andrew Wong Interactive (1995 – 2006)

Services: User experience design, Web marketing consultation, creative direction, design, information architecture, and UI development.

Clients: Bank of America, BroadVision, Excite@Home, CrossWorlds Software, Icarian, Imagine Media, Internet Profiles Corp., Netopia, PeopleSoft, S3 Corp., Sun Microsystems, Transmeta, VantagePoint Venture Partners, Vargas Marketing Group, Virtual Vineyards.

skills & training

User Experience: Interaction design (specifications, flows, wireframes, personas), low- and high-fidelity prototypes, visual design, information architecture, user research (task analysis, cognitive walkthroughs, heuristic evaluations, usability testing), UX style guides.

Management Training: Performance management, supervision, recruiting, interviewing.

Technical: Front-end Web development and integration (W3C-compliant HTML5/XHTML/DHTML, CSS3, JavaScript, AJAX, jQuery, Bootstrap, YUI, Flex, XML, XSLT), responsive UI, Adobe Creative Suite, Microsoft Office.

education

San Jose State University (2004 – 2006) Human Factors/Ergonomics masters program. Human-computer interaction, interface design, usability testing, cognitive psychology.

U.C. Berkeley Extension (2006) Rich Internet Applications with AJAX.

College of San Mateo (2001 – 2003) XML, Java, Web development, networking.

DeAnza College (1993 – 1997) UNIX, video production, film history, screen writing.

U.C. Santa Cruz Extension (1995) Macromedia Director.

San Francisco State University (1993) Graduate film studies.

San Jose State University (1987 – 1992) Bachelor of Science in Marketing and Business Administration. Minor in Graphic Design. Graduated with Great Distinction.

professional affiliation

BayCHI, San Francisco Bay Area chapter of SIGCHI, the ACM Special Interest Group on Computer-Human Interaction. Intranet developer 2003 – 2004. Job Bank since 2009.