

Wes Wong

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PROFESSIONAL SUMMARY

Product design professional with 9 years of experience designing web & mobile applications. Proven abilities to lead creatives through the production process, from ideation to iteration. Entrepreneurial employee who is passionate about refining the business model through the execution of products and the customer feedback loop. Passionate about researching, planning and designing web & mobile device user experiences.

+ CORE COMPETENCIES

- Customer Development
- User Experience Design
- Information Architecture
- Interface Design
- Social Network UX Strategy
- Web Typography
- Branding & Identity
- Lean Prototyping
- Agile & Waterfall Product Development
- Offshore Management
- Partnership Integration

+ APPLICATION EXPERIENCE

- **MANAGEMENT:** Pivotal Tracker, Basecamp
- **PLANNING:** OmniGraffle, Invision
- **DESIGN:** Photoshop, Illustrator, Flash
- **PRESENTATION:** PowerPoint, CamStudio

+ TECHNICAL SKILLS

- **VIEWS:** HTML5, ERB/Slim, PHP
- **LAYOUT:** CSS3
- **VERSION CONTROL:** GIT

EDUCATION

San Francisco State University Visual Communication

Sept 2000 — June 2005 (SAN FRANCISCO, CA)

Areas of Focus:

- Design Theory & Layout
- Typography
- Internet Marketing & Search Engine Marketing
- Web Design
- Type Design
- Online Animation

EXPERIENCE

Monkey Inferno Product Manager

March 2013 – Sept 2013 (SAN FRANCISCO, CA)

Monkey Inferno is a personal incubator space building social networking products.

Chief Duties:

- Product Vision
- Feature Roadmapping

Contribution Highlights:

- Managed the 1 month execution of the iOS app BeerHunt, and won a DEMO award.

MoviePass Product Manager, UX Designer, Mobile & Desktop Designer, Front End Developer

June 2011 – March 2013 (NEW YORK CITY, NY)

MoviePass is an innovative membership service which allows its users to watch unlimited movies in major theaters. The company is based on a breakage model, charging a monthly fee for membership.

Chief Duties:

- Project Forecasting
- Partner Relations
- Manage offshore and in-house development teams
- Design and information architecture for website, iOS and Android applications
- Fraud mitigation strategy
- Usage and churn monitoring
- Lead Mobile and website design
- Front end development

Contribution Highlights:

- Conceptualized and executed an innovative reloadable debit card solution to allow members to purchase movie theater tickets
- Managed the process to develop an automated reporting system, tracking core metrics like usage and churn rate
- Launched a mobile browser and iOS app

yfrog User Interface Designer

June 2010 – June 2011 (LOS GATOS, CA)

yfrog is a social photo sharing site offering free image hosting.

Chief Duties:

- Project management for new and existing features
- User interface design
- Information architecture and user experience planning

Contribution Highlights:

- Website redesign that turned yfrog from a simple image host to a social networking site

EXPERIENCE *(continued)*

Thrillcall User Interface Designer, Front End Developer, Product Manager

May 2009 – June 2010 (SAN FRANCISCO, CA)

Thrillcall is a desktop and mobile app that helps users keep track of upcoming live shows and allows users to purchase tickets when available.

Chief Duties:

- Managed the web product development cycles
- User interface design
- Front-end development with an emphasis on CSS and HTML
- User experience design and information architecture for new and existing features

Contribution Highlights:

- Worked with the founders to refine the business model
- Led the site redesign from ideation to launch with 2 developers
- Ideation to execution of an on-boarding survey which captured musical tastes to create a customized experience
- Complete identity design including logo, icons and user interface style guide

Wes Wong Design Principal

June 2008 – July 2010 (SAN FRANCISCO, CA)

Wes Wong Design was a creative studio offering user experience and interface design solutions for internet startups and corporations.

Selected Client List:

UbiSoft, BP Global, FontFont, TypeCon (Society of Typographic Aficionados), City College San Francisco, Kid Robot, Nordstrom NYC & Symantec

imeem User Interface & Print Designer

November 2006 – June 2008 (SAN FRANCISCO, CA)

imeem was a socialization website based off sharing media, mainly music. The company disrupted the music industry by becoming the first to make a deal with the 4 major labels for free, ad supported, music sharing.

Chief Duties:

- User interface design for the always evolving web experience
- Led usability tests to gain insight on improvements and ad opportunities
- Marketing design for web and print campaigns

Contribution Highlights:

- Worked alongside another designer and the development team to realign the site experience
- Designer and front-end developer for over 100 artist and band pages which increased our artists relations and acceptance

FontShop Lead Designer

September 2004 – November 2006 (SAN FRANCISCO, CA)

FontShop International is one of the world's leading retailers for digital fonts. The company's main source of business is the website.

Chief Duties:

- Lead user interface design for the North American website
- Front-end development for email marketing campaigns

Contribution Highlights:

- Redesigned the North American website with improvements in aesthetics, user flows and search engine optimization
- Designed and developed a bi-monthly, high converting, email newsletter showcasing new and existing typefaces
- Contributed to the search optimization and retention efforts with strategy, design and markup