

# ANDREW WONG

San Mateo, California • Phone/Fax 650-573-6380 • Email [awong@awong.com](mailto:awong@awong.com) • Web [www.awong.com](http://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 seven 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

**Intuit, Inc.**, Mountain View, CA (NASDAQ: INTU • [www.intuit.com](http://www.intuit.com))

User Experience Manager (November 2009 – present)

- Designed end-to-end shop/buy/manage/use experiences for Intuit App Center ([appcenter.intuit.com](http://appcenter.intuit.com)), an app store for Web and mobile 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 (NASDAQ: SFSF • [www.successfactors.com](http://www.successfactors.com))

Lead User Experience Designer (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 for ULTRA, the next-generation, Web 2.0 release of the 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](http://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.**, San Jose, CA ([www.2wire.com](http://www.2wire.com) — now Pace)

User-Interface Designer (2001 – 2004)

- Designed and produced next-generation user experience for the HomePortal consumer/business broadband gateway (25 million sold as of 2009).
- Provided creative direction, icon design, localization, development, integration, and design for accessibility, developing solutions from product specifications, usability studies, technical and marketing requirements.
- Provided interaction design for the MediaPortal digital media server and DVR.

**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 Modem), 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

## freelance 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 Corp., 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, focus groups).

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

**Technical:** Front-end Web development and integration (hand-coded, table-less W3C-compliant XHTML/DHTML, CSS, JavaScript, AJAX, jQuery, YUI, Flex, XML, XSLT, working knowledge of HTML5/CSS3), Adobe Creative Suite, Microsoft Office.

## education

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

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

**College of San Mateo** (2001 – 2003) XML, Java, advanced 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.