

# Andrew Wong

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## Summary

Proven user experience designer/manager leading and designing successful interactive experiences for consumer and business users since 1994. Over nine years of experience building, leading, and developing teams excelling in user-centered design innovation, improving usability, extending brand identity, and improving business outcomes.

## Employment History

**Palo Alto Networks**, Santa Clara, CA (NYSE: PANW • [www.paloaltonetworks.com](http://www.paloaltonetworks.com))  
Senior Principal User Experience Designer/Engineer (October 2015 – present)

- Designed experience and developed UI for enterprise network/cloud security apps.
- Designed, specified, and implemented common design system components.
- Provided visual and interaction design, mockups, prototypes, front-end development.
- Managed and facilitated user research.

**Nok Nok Labs, Inc.**, Palo Alto, CA ([www.noknok.com](http://www.noknok.com))  
Lead User Experience Engineer (July 2012 – October 2015)

- 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](http://www.intuit.com))  
User Experience Manager (November 2009 – July 2012)

- Designed shop/buy/manage/use experiences for Intuit App Center, an app store for small business cloud 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.** (now SAP HCM), San Mateo, CA ([www.successfactors.com](http://www.successfactors.com))  
Lead UX Designer/User Experience Manager (January 2006 – November 2009)

- Led UI design for the SaaS leader in HCM (Human Capital Management).
- 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 design system, UI component library, high and low-fidelity prototypes, visual and interaction design, interaction flows, wireframes, 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.** (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).

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## Employment (continued)

**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 website, web applications, corporate identity, collateral, exhibits.

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

- Recruited, managed, and developed team of designers, writers, and UI developers.
- Led website and web application user experience design and UI development 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 – 2017)

**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 and 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 design systems.

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

**Technical:** Figma, Sketch, InVision, Adobe Creative Suite, front-end Web development and integration (W3C-compliant HTML5, CSS3, SCSS, JavaScript, React, AJAX, jQuery, Bootstrap, XML, XSLT), responsive UI.

## Education

**San Jose State University** (2004 – 2006) Human Factors/Ergonomics master's 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.

**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.