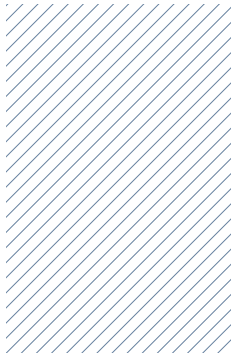


BRIAN JOFUNG

DESIGN AND DEVELOPMENT



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EDUCATION

Mt. Sierra College

Alhambra High School

I am Brian Jo-Fung; a designer & developer based in Los Angeles, CA. I'm a design and code junkie infatuated with the simple things in life. With experience in UI/UX design and an expertise in HTML/CSS, Visual UI Design, UX and Usability, I've been able to successfully generate revenue streams across multiple verticals through understanding user problems and developing brands and products into user-centric environments. My credentials include over 5 years of experience designing websites and applications for active user bases.

WORK

Snacknation - Sr. Product Designer 2018 / Current

- Incorporate data-driven insights and user research to inform design mock ups for new desktop and mobile web user flows while emphasizing CRO.
- Ideate and test on new product concepts and ideas to establish optimal user experience.
- Establish product interface and experience with early stage architecture by collaborating with Product Managers and stakeholders to translate initial concepts and requirements into wire frames; refine, iterate, and fully develop high-quality finished designs to hand-off to engineering.
- Perform UAT on engineering deliverables by providing detailed experience and CSS instructions.
- Establish testing culture to inform product choices through A/B testing, usability testing, user interviews, beta testing, and surveys.

Fragrant Jewels(Gravity Brands) - UX/UI Designer 2017 / 2018

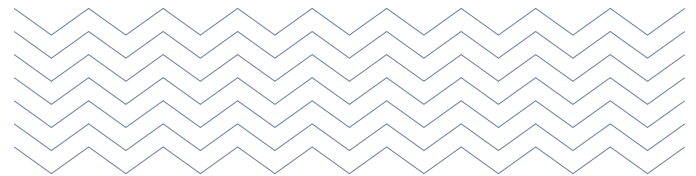
- Gather and evaluate user requirements in collaboration with product managers and engineers
- Collaborate with product owners and designers to ideate, develop and enhance current web and mobile site features
- Conceptualize and design ideas using storyboards, process flows and sitemaps
- Develop UI mockups and prototypes in software or HTML/CSS to clearly illustrate how sites will display and function
- Conduct layout adjustments based on user feedback
- Work along side engineering team to test and audit any CSS site design related bugs

DBM Group - Digital Design Manager 2013 / 2017

- Lead digital designer
- Development of new digital product UX and UI
- Lead digital representative internally & externally
- Develop scalable CSS libraries for backend developers using SASS
- Design and coding of client and internal email marketing
- Developing user flow and coding of websites and web applications
- Analyzing and optimizing UX/UI of current websites and applications
- Support print creative team in marketing efforts

Cantu Graphics - Multimedia Designer 2009 / 2013

- Manage all client facing visual design
- Branding Design
- Print & Digital Design
- Design and code basic HTML/CSS websites and emails
- Client technical support



I've been fortunate enough to call these companies my home. Right out of high school I gained employment as a graphic designer. I was placed into the world of design and have managed to thrive, grow and discover my real passion. The majority of my knowledge came from the wonderful people I've worked with who have graced me with their mentorship.

KNOWLEDGE

UI



UX



Product Management



Usability Testing



Ecommerce CRO



HTML



CSS



Javascript



Design tools - Adobe CS, Sketch, Invision, Zeplin, etc...

