

Ansel Fok

User Experience Designer | Product Designer

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Experience

Apple / Multimedia Designer and UX Specialist

Oct 2021 - Present

I worked on projects in Apple's internal operations for external products, such as Apple Maps and FindMy. My role combined visual communication and user experience research to streamline and improve global operations and activities. Skills involved with this role include Motion Design, Graphic Design, 3d modeling, UX design, and Web Design

- Established style guides and visual format for CMS information architecture.
- Prototyped and refined usability, increasing user traffic and reduced errors by 50%.
- Designed 20+ operational motion graphics guidelines on machine modules and hardware within global operations, reducing costly errors and project delays.
- Created 20+ motion design templates utilized for software and web assets.
- Defined UX strategies for digital platforms, improving feedback and response capabilities to manage 100+ hardware shipments and status reports per day.
- Streamlined feedback procedures between departments to ensure higher user compatibility between different roles and user personas.
- Employed Lean and Agile practice to ensure regular updates and revisions in projects.

Integrated Rental / UX Designer

Mar 2021 - July 2021

Integrated Rental Systems is a heavy equipment rental company with over 500+ usage locations worldwide. My work streamlined the software management and customer rental application programs through user testing/feedback and created a UX architecture for future digital development

- Created a UX foundation unifying company programs and softwares into an integrated suite for easy cross platform solutions and information usability.
- Developed strategic information architecture, wireframes, and user journeys across web and mobile platforms, reducing user errors by 30%
- Designed Hi-Fidelity prototypes, style guides, visual and motion graphic assets for SaaS implementation on programs that provides messaging, service updates, and expanded software options.
- Lead the team to research and implement new features, improving service by 20% and increasing B2B activities through improved communications channels.

AnesthesiaGO / UX Designer

Jan 2021 - Mar 2021

AnesthesiaGo is a software program that assists scheduling for anesthesiology groups through simplified, automated scheduling. I was a UX Designer, Researcher, and Project Organizer who created the UX strategy implemented for market release.

- Developed an in-depth competitor/comparative analysis detailing the pluses and deltas of monthly-scheduling software that's commonly used enterprise administrative software.
- Integrated dynamic sorting/filtering options to navigate 100+ data points.
- Successfully completed 12 usability tests with 100% task completion and overall positive feedback to functional adjustments and UI changes.
- Lead live demonstrations, increasing B2B activities by 200% by market release

Summary

UX Designer with a strong passion for design strategy, visual focus, and user empathy.

From concept to final product, I strive to bring great ideas to life through UX research and user centric design to develop holistic, intuitive, and effective experiences.

Skills

Design Principles

UX Strategy
User Flows
Wireframes
Style Guides
Mobile Design
Web Design
Interaction Design
Visual Design
User Research
Usability Testing
Rapid Prototyping
Heuristic Evaluation
Personas
Affinity Diagramming
Info Architecture
Design System
SaaS
Atomic Design
Content Management
Agile Development
B2B
Motion Design

Programming

HTML5
CSS3
Javascript

Tools

Figma
Sketch
InVision
Adobe XD
Photoshop
Illustrator
After Effects
Animate
InDesign
Premiere Pro
Autodesk Maya
Unity
Microsoft Office
Blender

Others

Illustration
Animation
Typography
Motion Design
3D Modeling
Storyboarding
Marketing
Content Management
Agile Development
Chinese (Fluent)
Japanese (Conversation)
Spanish (Conversation)
Business Communication
Teamwork/Collaboration

San Francisco Department of Elections / Graphic Designer

Aug 2019 - Feb 2020

The Department of Elections is a local government agency of the City and County of San Francisco that facilitates all local, district, state, and federal elections on behalf of San Francisco voters. As a Digital Media Organizer and Voter Support, I maintained and updated the department's web and social media about ongoing activities.

- Updated information on election procedures on the main websites and social media pages
- Created and maintained printed materials and information used for voting purposes; including information booklets, pamphlets, and various signage.
- Facilitated positive troubleshooting to solve all voter related concerns and issues with average turnover of 100+ cases solved a day.

Alameda County Registrar of Voters / Graphic Designer

June 2018 - July 2019

The Alameda County Registrar of Voters is the government agency of Alameda County that oversees all local, district, state, and federal elections of voters in Alameda County. As a Graphic Designer and Admin Assistant, I redesigned digital resources in line with the County's shift to Electronic Voting and maintained logistics to ensure a successful experience for voters.

- Created announcement and instructional videos for web services and social media
- Designed instructional media in different languages for various programs and services.
- Updated website layouts and informational details regarding ongoing election activities.

Freelancer / Visual Designer, Animator, UX Designer

Jan 2012 - Present

I work with numerous clients on a multitude of visual services. Some of my work include creating print media promoting local fairs and festivals, visual branding direction for small businesses such as bars and restaurants, social media branding which increased viewership by 500%, designed UI interfaces and game assets for small indie video games, created UI interfaces and animations for online content creators on platforms such as Twitch and Youtube. Some past clients included Roll20 and JumpCut.

Education

General Assembly

UX Design Immersive

2020 - 2021

University of California, Davis

B.A Design

2010 - 2015

University of California, Davis

B.A Managerial Economics

2010 - 2015