

# ANSEL FOK

Alameda, CA | 510-690-7711

[Portfolio](#) | [Email](#) | [Linkedin](#)

I'm a UX Designer with a background in Graphic Design. I've worked with governmental bodies and private businesses to improve their service through physical and digital platforms. Adept in mobile, web, and responsive UX, I find solutions through research guided by understanding.

## SKILLS

Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Animate, Premiere Pro), HTML/CSS, Microsoft Office Suite, Maya, Blender, Print Media, Typography, Marketing, UX Design

## WORK EXPERIENCE

### **Illustrator / Graphic Designer** *Freelancer*

**January 2012 to Present**

- Creating and designing art for clients used for various mediums and products including books, web banners, shirts, comics, posters, and video games.
- Establishing brand design for online personas and content channels on Youtube, Twitch, and other social media platforms.

### **Multimedia Designer and UX Specialist** *Apple*

**October 2021 to Present**

I worked on various projects within Apple's internal operations that's utilized for external products. My role combines visual communication and user experience functionality to streamline and improve the numerous global operations and activities within Apple. I'm also involved with visual digitization of various projects, allowing various departments to easily access detailed information through visuals and data resources in a remote setting around the world. Skills involved with this role include animation, graphic design, 3d modeling, UX design, and hardware operations.

- Established common style guides and visual format for internal CMS standards.
- Prototyped and refined internal web program usability to allow increased user traffic and reduced user error incidents by 50%
- Designed operational guidelines and instructions on machines modules and hardware within global operations, reducing costly errors and project delays due to more accessible and detailed user content resources.
- Defined UX strategies to enhance the digital platforms, improving feedback and response capabilities to manage high volume hardware shipments and status reports.
- Created animations and designs for modernizing the workspace CMS for future operations
- Streamlined feedback procedures in projects between numerous departments to ensure higher usage compatibility between different roles and user personas.
- Employ Lean and Agile practice to ensure quality development cycles and changes

## **UX Designer**

**March 2021 to July 2021**

### ***Integrated Rental Systems***

Integrated Rental Systems is a heavy equipment rental company with over 500+ usage locations worldwide. As a UX Designer, my work streamlined the software management and customer rental application programs through user testing/feedback and creating a well structured UX architecture for future digital development and solutions.

- Created a UI foundation unifying company programs and softwares into an integrated suite for easy cross platform solutions and information usability.
- Improved website and software functionality, reducing user errors by 15-20%.
- Formulated a strategic development framework to ensure stable growth and simple implementation design principles for future clients in expanding industries.

## **UX Designer**

**January 2021 to March 2021**

### ***AnesthesiaGO***

AnesthesiaGo is a software program that assists scheduling for anesthesiology groups through simplified, automated scheduling. I was a UX Designer, Researcher, and Project Organizer. My work incorporated a style guide and research materials that led to a full market release.

- Developed an in-depth competitor/comparative analysis detailing the pluses and deltas of monthly-scheduling software that's commonly used medical administrative software.
- Simplified case input/case reviewing screens, reducing overall friction for more flexible and accurate user control in the scheduling process.
- Integrated dynamic sorting/filtering options to comfortably navigate 100+ data points.
- Successfully completed 12 usability tests within a 5-day span with 100% task completion and overall positive feedback regarding functional adjustments and UI changes.

## **Media Designer**

**April 2020 to September 2020**

### ***Chinese Culture Center***

The Chinese Culture Center is a non profit organization serving local communities and giving voice to equality through education and contemporary art. As a Media Designer, I contributed in promoting community values and helped with web media.

## **Digital Media Organizer and Voter Support**

**August 2019 to February 2020**

### ***San Francisco Department of Elections***

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 experience about ongoing voting 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.

## **Graphic Designer And Admin Assistant**

**June 2018 to July 2019**

### ***Alameda County Registrar of Voters***

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.

## **EDUCATION**

### **General Assembly UX Design**

**2020-2021**

### **University of California, Davis**

Bachelor of Science in Managerial Economics, Bachelor of Arts in Design