# DAVID SCOTT FONG

*Senior UI/UX & Product Designer*

UX Strategy • Interaction Design • Design Systems

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## PHILOSOPHY

I believe great design happens when visual craftsmanship, thoughtful UX, and practical execution work in tandem. I bring a perspective shaped by extensive experience across UI, UX, and game development, with a deep understanding of how design decisions affect users, engineering, production, and business goals.

I'm comfortable challenging assumptions, contributing new ideas, and exploring multiple solutions within real-world constraints. I pride myself on having the vision to see what's possible, the judgment to know what's practical, and the experience to bring them all together into something functional while still beautiful.

## CORE EXPERTISE

**Design:** UX/UI Design, Interaction Design, User Flows, Wireframing, Prototyping, Design Systems, Visual Design, Multi Platform UX, Usability Evaluation, User Research

**Leadership:** Cross-Functional Collaboration, Mentorship, Design Operations, Production Standards, Stakeholder Communication

**Tools:** Figma, Unity, Adobe Creative Suite, Perforce, Jira, AI-Assisted Design & Prototyping, Unreal Engine

## PROFESSIONAL EXPERIENCE

***AZRA GAMES*** Aug 2025 – Jul 2026
Senior UX/UI Designer Ungodly

- Designed UX across onboarding, combat, navigation, progression, monetization, and live events, balancing player needs with technical and production constraints.
- Redesigned repetitive progression systems into engaging, lore-driven experiences through stronger visual hierarchy, animation, and reward feedback. Reused existing technology to minimize engineering overhead. The implemented improvements received positive feedback in secondary-market testing.
- Established a cross-functional UI production pipeline and comprehensive asset standards covering composition, dimensions, spacing, typography, localization considerations, and implementation.
- Integrated AI-assisted workflows across research synthesis, documentation, wireframing, prototyping, and implementation support to accelerate exploration and iteration.
- Collaborated with design leadership, engineering, art, and production to prioritize UX improvements, evaluate prototypes, and support design decisions.

***SECOND DINNER*** Jun 2025 – Aug 2025
Senior UX Designer (Contract) Unannounced Title

- Collaborated with a small multidisciplinary team to shape foundational gameplay UX for an early-stage project.
- Developed rapid prototypes to explore interaction models and communicate design directions.
- Used AI-assisted workflows to accelerate iteration and deliver prototypes that helped leadership evaluate and greenlight the concept.

***WARNER BROS. GAMES*** Apr 2023 – Jan 2025
Senior UX Designer Mortal Kombat: Onslaught • DC Worlds Collide • Injustice 2

- Identified usability issues and developed UX solutions for Guilds, Battle Pass, and main-hub navigation in *Mortal Kombat: Onslaught*, addressing interaction flows, information hierarchy, and player feedback.
- Produced UX concepts, wireframes, and design recommendations in collaboration with game designers, engineers, and artists, balancing player experience with existing gameplay and technical constraints.
- Created feature interfaces, UI artwork, and iconography for *DC Worlds Collide* and *Injustice 2 Mobile*, maintaining consistency with established visual systems.

***ELECTRONIC ARTS / MAXIS*** Feb 2014 – Mar 2023
Senior Experience Designer The Sims 4/ Sims Mobile • Minions Paradise • The Secret Life of Pets

- Progressed from contract UI Artist to Senior Experience Designer across EA Mobile and Maxis.
- Led UI production for multiple The Sims 4 Game Packs, mentoring two UI artists and collaborating with designers, engineers, and producers.
- Designed the interface and contributed to workflows for an internal The Sims 4 tuning tool, enabling designers to configure features with minimal engineering support.
- Established reusable UI standards and templates that supported consistent, on-time delivery with minimal cross-team dependencies.

**EARLIER EXPERIENCE**

***THE LAUGHING LOTUS INN*** Founder & Innkeeper | Jun 2009 – Sep 2012
Founded and operated a boutique inn in Dali, China, leading branding, guest experience and marketing

***BOONTY*** Art Director | Dec 2005 – May 2009
Directed visual design for web based games across Beijing & Paris teams, defining creative direction and production pipelines.