

DAVID SCOTT FONG

Principal UX/UI Designer

Product Design • UX Strategy • Design Systems

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PROFILE

Principal UX/UI Designer with 20+ years creating player-facing systems across PC, console, mobile, and live-service games. I turn complex products into clear, scalable experiences by connecting product strategy, UX, engineering, art, and production. My focus includes onboarding, progression, navigation, social systems, monetization, and AI-assisted design workflows.

EXPERIENCE

AZRA GAMES

Senior UX/UI Designer

Aug 2025 – Jul 2026

Led UX for Ungodly, a live-service mobile action RPG.

- Owned progression, onboarding, combat, navigation, monetization, and live-service UX.
- Designed Battle Pass, Arena, Dungeon Delve, Fast Travel, FTUE, Build Guides, Relics, Seals, and Constellations.
- Produced player flows, prototypes, Jira stories, documentation, and implementation-ready specifications.
- Applied AI-assisted workflows to accelerate documentation and prototyping while using playtest findings and analytics to inform UX decisions.

SECOND DINNER

Senior UX Designer (Contract)

Jun 2025 – Aug 2025

Rapid product exploration for an unannounced title.

- Worked within a five-person rapid-prototyping team under a two-month contract.
- Used AI-assisted workflows to accelerate concept development, UI production, and prototyping.
- Created flows, wireframes, interaction models, and working prototypes that helped leadership evaluate and greenlight the concept.

EXPERTISE

UX

Interaction Design • User Flows • Wireframes • Prototyping • UX Research

Live Service

Progression • Battle Pass
Onboarding • Social Systems
Monetization

Leadership

Cross-functional Collaboration
Design Documentation • Agile Development • AI-Assisted Workflows

Tools

Figma • FigJam • Miro • Adobe Creative Suite • Unity • Unreal Engine • Jira • Perforce

SELECTED PRODUCTS

The Sims 4 • The Sims Mobile
Mortal Kombat: Onslaught
DC Worlds Collide • Injustice 2
Minions Paradise
The Secret Life of Pets • Ungodly
Unannounced Second Dinner Project

LANGUAGES

Conversational Mandarin

WARNER BROS. GAMES

Senior UX Designer

Apr 2023 – Jun 2025

Projects: Mortal Kombat: Onslaught • DC Worlds Collide • Injustice 2 Mobile

- Designed social systems, progression, Battle Pass experiences, player flows, and scalable UI systems.
- Partnered with product, engineering, design, and art to improve clarity and implementation.
- Delivered production-ready UX across multiple live-service titles.

ELECTRONIC ARTS / MAXIS

Lead Experience Designer

Feb 2014 – Mar 2023

Projects: The Sims 4 • The Sims Mobile • Minions Paradise • The Secret Life of Pets

- Progressed from contract UI Artist to Lead Experience Designer across EA Mobile and Maxis.
- Led UX for premium content, live-service features, progression systems, and player-facing experiences.
- Delivered the UX solution for EA's skin-tone update, improving player sentiment and customization.
- Partnered with product, engineering, research, animation, art, and production through launch.

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, marketing, and operations.

BOONTY - Art Director | Dec 2005–May 2009

Directed visual design across Beijing and Paris teams, defining creative direction, standards, and production pipelines.

CTR MARKET RESEARCH - Lead Visual Designer | Aug 2004–Sep 2005

INNOVATIVE & INTERACTIVE - Lead Visual Designer | Nov 2001–Aug 2004

TOWER RECORDS ONLINE - Web Designer | Jun 1999–Oct 2001