



INEZ FOONG

(412) 298-7533
foong.inez@gmail.com
inezf.com
github.com/ifoong

EDUCATION

Carnegie Mellon
University, Pittsburgh,
Pennsylvania
B.S. Information
Systems, Economics
and Statistics
August 2010 - August
2013
GPA: 3.89/4.0 (Dean's
List with High Honors)

SKILLS & INTERESTS

Languages: Ruby, HTML,
CSS, SCSS, R, Python,
Java

Frameworks: Ruby on
Rails, Bootstrap,
Foundation

Tools: Jira, Sketch,
InVision, Axure, Balsamiq,
Adobe InDesign, Adobe
Photoshop, Adobe
Fireworks, Adobe
Omniture, SQL

Attended a 5-week
cooking course at the
French Culinary Institute

UI, UX, web design,
eating, cooking, travelling,
interior design

WORK EXPERIENCE

Deloitte Consulting, San Francisco
Consultant
September 2015-Present

Functional

- Leading a team of 10 UX designers, UX researchers and front-end engineers to
 - Develop over 30 components as part of an intranet site redesign for a Fortune 500 retailer
 - Conduct usability studies, card sorting exercises and design thinking sessions
- Conducted requirements analysis and grooming on a global banking project which included:
 - Working with product owners to groom the backlog and plan sprints
 - Mapping journey services and common components to user stories
- Co-led User Acceptance Testing for an internal application aimed at helping senior leadership identify client opportunities and provide insight into key client activities

Analysis

- Analyzed website usage data from 200 navigational pathways for over 2 million users to obtain number of visits, navigational pathways and depth and, identified key screens to be surfaced
- Developed a dashboard to visualize and track website usage
- Generated a staffing model for 75 resources based on resource needs and budget constraints
- Analyzed internal intranet use across member firms by completing a heuristics analysis of a pilot group of member firms to identify areas for improvement
- Utilized heuristics analysis findings to recommend design and usability best practices for the intranet redesign while keeping in mind global and local needs and constraints

Deloitte Consulting, San Francisco
Business Technology Analyst
September 2013- August 2015

Functional

- Led joint application development (JAD) sessions with groups of over 20 client stakeholders to gather and fulfill client requirements, identify enhancements, and design solutions
- Created detailed process models to document interfaces with over 10 external agencies
- Helped manage global program teams of up to 12 individuals including engineers and testers
- Coordinated open communication between multiple work teams to identify cross-track dependencies by serving as the liaison between technical and functional program staff
- Conducted user demos in preparation for user testing
- Facilitated daily standups with the entire project team
- Engaged SMEs to understand the business process for 15 SAP transactions pertaining to sales activities, quotes, and orders

User Research and Experience

- Conducted user research by sitting with users to observe and understand how they interact with legacy systems, and by speaking to subject matter experts to understand business processes and mobility needs
- Developed user personas for power users and, journey maps to document system interactions, user pain points, and identify opportunities to improve user experience and increase efficiency
- Designed and developed the screen flow and user interface for over 70 screens spanning 30 flavors in SAP Screen Personas
- Iteratively developed high fidelity wireframes and prototypes in Axure and Photoshop for applications for contract bidding, sales performance tracking and key metrics

Project Management

- Set up the PMO for two projects, which included the program structure and reporting cadence
- Created program roadmaps to understand timelines, dependencies, and key milestones
- Developed and managed the risks, action items, issues, and decisions (RAID) log and process, testing strategy and log, application inventory and application sprint planning
- Led weekly internal team meetings to review the team's progress, and provide updates to review new RAID items

Goldman Sachs, New Jersey
Summer Intern

June 2012-August 2012

- Redesigned a survey used by over 250 employees to onboard new clients and create new trading accounts
- Created a high fidelity interactive prototype of the survey for users to test on
- Translated business requirements and survey design into functional requirements