

# Oscar Fong

PRODUCT DESIGNER & BRAND STRATEGIST

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Product designer and brand strategist with five years across luxury hospitality, brand consultancy and e-commerce. Designs the Shopify storefront, the lifecycle emails and the internal tools a growth team runs on, and sets the brand identity those designs carry. Works from the analytics and how customers behave, and measures whether the work sold more.

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| <b>\$23.2K</b><br>REVENUE IN THE FIRST 30 DAYS<br>FROM THE REBUILT EMAIL FLOWS | <b>6.6x</b><br>REVENUE PER RECIPIENT VERSUS<br>THE FLOWS THEY REPLACED | <b>83.8%</b><br>CHECKOUT COMPLETION ON THE<br>REBUILT STOREFRONT, UP FROM 80.6% | <b>250K</b><br>ORGANIC VIEWS IN YEAR ONE FOR A<br>PODCAST BRAND BUILT FROM SCRATCH |
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## EXPERIENCE

Oct 2025 –  
Present

### Windflower Florist

PRODUCT DESIGNER

#### PRODUCT DESIGN

- Designed the visual shell for the Shopify storefront rebuild across the homepage, collection and product pages, adopted by the team as the baseline for its June 2026 launch, with checkout completion rising from 80.6% in the 14 weeks before launch to 83.8% in the 14 weeks after, and 87.2% by September 2026.
- Developed a centralised ad reporting dashboard by directing AI coding tools to transform complex campaign data into an intuitive visual interface, replacing a local file only one person could open with a live view the team reads on demand across 7 to 90 day windows.
- Built a simplified internal EDM tool called Email Studio to streamline email creation for the team, allowing campaigns to be built independently before importing finished designs into Klaviyo for deployment.

#### LIFECYCLE & GROWTH

- Rebuilt the automated email journeys across key customer touchpoints, generating \$23.2K in revenue within the first 30 days and driving 75% of total flow revenue, with 2.4x higher click rates and 6.6x higher revenue per recipient vs legacy flows.
- Improved welcome flow efficiency, generating 36% higher revenue per recipient YoY (\$11.13 to \$15.14) while reducing sends by 44%.
- Worked with the GM on the YoY performance analysis to identify new customer acquisition opportunities, guiding 2H marketing priorities and resource allocation to contribute to 5% acquisition growth.

2022 –  
Sep 2025  
Freelance

BRAND STRATEGIST, WINDFLOWER FLORIST

#### BRAND & CAMPAIGN STRATEGY

- Led the planning and execution of always-on and tactical campaigns across Facebook and Instagram, leveraging audience research and behavioural insights to develop an emotion-driven messaging focused on the meaning and occasions behind flower-giving, with the account’s top-returning ads at 11.5x to 12.7x ROAS.
- Revamped the brand’s social presence across Instagram and Facebook, covering content direction, production and editing, and aligned organic posting with the paid calendar so both carried the same message, generating 974,364 Instagram views in 90 days, 79.3% from non-followers, with 6.9K profile visits and 1.3K bio link taps.
- Designed and ran giveaway campaigns, including a spend-to-enter draw that converted qualifying orders into entries, building the creative, the entry mechanic and the supporting emails end to end, with the strongest post drawing 12,755 views, 328 comments and 109 new followers.
- Developed new product listings end to end, from Shopify setup and imagery through to SEO titles, descriptions and shopping metafields, across bridal, seasonal and collaboration ranges.
- Developed a product-specific generative AI pipeline using structured prompting to maintain SKU identity and visual consistency, creating a reusable workflow that streamlined image production across the team.

Jun 2024 –  
Sep 2025

### I Quadrant

BRAND EXPERIENCE DESIGNER

- Led branding for the company’s first podcast, on financial literacy, covering identity, visual language, logo directions and the brand framework. The programme reached 3.8K subscribers and 250K organic views in its first year.
- Led the homepage redesign, conducting user research through stakeholder interviews, workshops and surveys, and translating the findings into user flows.
- Partnered with the Art Director on creative direction for the Market Leader Summit, then developed the design concepts, apparel, merchandise and responsive landing pages for a 600-person event delivered in 60 days.

May 2021 –  
Apr 2024

COMO Group

GRAPHIC DESIGNER

- Delivered integrated campaigns for the group’s flagship establishments (COMO Metropolitan, COMO Dempsey, COMO Cuisine and Culina), spanning branding, key visuals, digital and packaging across F&B, fashion, lifestyle and luxury retail.
- Led social media design in partnership with Marketing and PR, developing visual content that carried brand storytelling across the group portfolio.
- Oversaw product shoots from mood board through art direction and retouching, and produced print-ready final artwork to production specification.

SELECTED PROJECTS: AI & CREATIVE TECHNOLOGY

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SELF-DIRECTED TOOLING

AI Design Production Pipeline

Developed a generative image pipeline on Gemini, pairing reference-image conditioning with a golden-ratio type and spacing scale, so every render lands on the same grid and type scale as the reference.

INTERACTION DESIGN

Cinematic Agency Site

Designed its signature control, a rotating conic-gradient call-to-action ring in pure CSS, chosen over a JavaScript build for smoother corners and documented in a dated decision log.

FOUNDING CREATIVE DIRECTOR

AI Florist

Designed the brand identity, logo and storefront for an AI-agent florist, with conversational ordering across web, WhatsApp and Telegram running on one commerce core.

SKILLS

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**AI & PRODUCTION:** Generative image pipelines (Gemini) · Prompt and context engineering · AI brand guardrails and art direction · Agent-assisted production workflows

**DELIVERY:** Storefront front-end, email templates and marketing automation shipped by directing AI coding tools (React, Shopify Liquid, Python), with direction and debugging rather than authorship.

**DESIGN & BRAND:** Brand identity · Art direction · Campaign key visuals · Design systems and tokens · Figma (auto layout, components, prototyping) · Photoshop, Illustrator, Firefly · FigJam · Miro

**GROWTH:** Klaviyo lifecycle design · Meta Ads · GA4 · Attribution and incrementality testing · Holdout and A/B design · Shopify · Campaign strategy

EDUCATION

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Feb – Aug 2023 **General Assembly**

Professional Certificate in User Experience Design

Apr 2016 – Apr 2019 **Temasek Polytechnic**

Diploma in Game Design & Development