

# Johnny Gong

## User Experience Designer

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## Work Experience

### User Experience Design Intern I GE Appliances

*May. 2019 - Aug. 2019, Louisville KY, USA*

- Over the course of three iteration cycles of the SCAA coffee machine, generated user flows, built hi-fi functional prototypes, and conducted exhaustive inventories of all user cases including corner cases for testing
- Delivered two design proposals with hi-fi digital prototypes for the stain removal center of the LCD control on 2021 washing machine through semi-structured interviews and secondary research studies
- Assisted organizing focus group for the design of accessibility mode of GE Appliances wall oven and synthesized and presented the results

### Visual Designer I EICO Design

*Sep. 2016 - Mar. 2017, Beijing China*

- Identified user interaction patterns and visual systems for Kejian VR interactive videos
- Collaboratively redefined the visual style (163 pages) and visual design guidelines for the number one gateway product in China (Qizhi gateway)
- Redesigned the logo, websites and illustrations during the rebranding for Ttpai.com, Mobike, and EICO design

### UX/UI Design Intern I GoldMoreFund Internet Financial Services Inc.

*Jul. 2015 - Apr. 2016, Shenzhen China*

- Established the primary design system by building an icon library and determining UI design guidelines
- Independently presented the UI design of the advertising page, the login page and empty states for the first version of the web/mobile financial product
- Facilitated user flow design and presented hi-fi prototypes of the payment process by coordinating with the product lead

## Projects

### Experience Designer I MarketingLand, Salesforce

*Sep. 2019 - Dec. 2019, Bloomington USA*

- Led the mapping, competitive analysis and brainstorming to deconstruct the emotional component - "fear at the moment of 'send' during marketing campaign"
- Collaboratively carried out research (open-ended interviews & observations), prototyping, interaction design, and independently generated the visual design and illustrations for the final prototypes

### Product Designer I Sketchicon, CHI 2019

*Oct. 2018 - Jan. 2019, Bloomington USA*

- Designed a miniature interactive projection device to facilitate visual communication in the face of a language barrier
- Planned and led three semi-structured interviews and role-playing scenarios to investigate the patterns of crosslinguistic communication

## Education

### M.S. in Human Computer Interaction Design

Indiana University

*Aug. 2018 - present*

*Bloomington, IN, USA*

### B.E. in Microelectronics Science and Engineering

Southern University of

Science and Technology

*Aug. 2012 - Jul. 2016*

*Shenzhen, China*

## Skills

Contextual Inquiry  
Customer Journey Map  
Diary Study  
Participatory Design  
Co-design Workshop  
Persona  
Storyboarding  
Prototyping  
Wireframing  
Walking Probe  
Design Toolkit  
Branding

## Tools

Sketch  
Figma  
Adobe Photoshop  
Adobe Illustrator  
InVision  
After Effects  
iMovie, Principle  
Adobe Indesign  
Adobe XD

## Programming

C++, Matlab, HTML, CSS, JavaScript