

# Faye Yifei Gong

UX/UI & Product Designer

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## WORK EXPERIENCE

### User Experience Design Intern

Microsoft(Bing.com), June - October 19, Beijing, China

- Proposed and designed mobile-end “FOR YOU” Tab content personalization functions as a part of the FY2020 Bing News product roadmap
- Explored various design topics from redefining problems, paper prototyping, user testing, Hi-Fi solutions, motion, and illustrations
- Identified new mobile news design opportunities and using scenarios
- Took part in Bing FY2020 Vision storytelling

### Design Lead

Gaia, LLC (Biomedical Technology), November 18 - Present, Evanston, IL

- Researched, designed and tested a digital social story training solution that has an interactive training mobile app and a website to empower Autism Spectrum Disorder community
- Delivered UI designs, redlines, illustrations and icons to engineers for implementation

### Design Lead

Liba Bang Tech (Information Service), December 17 - September 18, Beijing, China

- Defined design opportunities by researching college students campus news sharing on social media
- Designed and delivered a Marketplace, Events, Sharing functions for Liba Bang WeChat Mini Program mobile product and used by 5000 students

### Product Manager (Front-end UX)

Sunlands.com Online Education, September 16 - March 17, Beijing, China

- Increased in-app user interaction through DAU by iterating the “Community” and “Message” functions, resulted in a 60% increase of new posts in the forum
- Delivered product design plans based on personas and user journey and defined product design new opportunities by user data, surveys, and interviews

### Associate Product Manager (Front-end UX)

QYER.com(Online Tourism), September 15 - March 16, Beijing, China

- Iterated the “Visa” and “Cruise” mobile modules and increased the sells
- Improved mobile push performance metrics with data and BD team
- Deliver Low-fi wireframe to UI designer for explorations

## EDUCATION

### Northwestern University

April 20, Evanston, IL, GPA: 3.9/4.0

M. S. in Engineering Design Innovation, HCI

Beijing University of Technology, 2016

B. E. Industrial Design, Interaction Design

B. A. International Marketing

## SKILLS

### METHODS

Design Thinking, Human-centered Design  
User Flows, Wireframing, Rapid Prototyping  
Information Architecture, Persona  
User Journey Map, Storyboarding  
Paper Prototyping, Interface Design  
Interaction Design, Visual/Graphic Design  
Animation, Video Making, Storytelling  
Motion Design, Design System  
Data Visualization

### TOOLS

Excel, XMind, Axure RP, Figma, Framer X  
Adobe Suite (XD, PS, AI, ID, PR, AE)  
Sketch, InVision, Principle, Zeplin

### CODING

HTML+CSS, JavaScript, PHP  
React, React Native, Python, SQL

### USER RESEARCH

Contextual Inquiry, Focus Group, Surveys  
Storyboard, Journey Map, Interview  
Affinity Mapping, Persona, Empathy Map  
Competitive Study

### TESTING AND EVALUATION

A/B Test, Mockup Usability Testing  
Data Analysis, Heuristic Evaluation