

Faye Gong

Product Manager

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RELATED WORK EXPERIENCE

User Experience Intern | Microsoft

06 - 10/2019

Bing.com, Mobile News Aggregator, Content Personalization

- Designed two concepts for "For You" news feed personalization function and delivered to A/B testing(flight) as a part of Bing.com FY2020 product roadmap to improve user engagement
- Worked on Bing.com FY2020 Vision storytelling video that was played in front of 50 thousands of Microsoft employees

Product and Design Lead | LiBa Help Tech

12/2017 - 09/2018

Mobile-end: Marketplace, Events, Popular Topics, Community

- Led research, design, and development from concept through execution to MVP launch in 2 months, got over 50,000 college student users and achieved 6000 DAU in 1 month
- Iterated "Marketplace" mobile webpage to a WeChat Mini-Program product, got 80% user adoption
- Designed and implemented "Events" and "Popular Topics" features and supported running marketing campaigns by partnering with 20 student associations, stores, and 50 student KOLs

Product Manager | Sunlands.com

09/2016 - 03/2017

B2C Online Education, MobileApp, User Engagement: Forum, Community

- Defined a 6 months forum product roadmap and improved 2016 Q4 NPS about 0.6 by launching front-end features
- Launched new forum information architecture by cleaning 1 million users' post data and reconnecting programs and schools in 3 databases, cut 22% redundant information
- Launched a "My forums" feature on forum homepage and a backend binding mechanism to show quick entrances of students' affiliated programs and schools, got increases of 60% in new posts created in programs forum and 8% in DAU
- Launched a badge system that shows students and teachers' affiliated program and school in their profile, supported moving 70% repeated Q&A work from direct messages to forum posts
- Launched two in-app notification formats for posts without words or pictures, resulted in an increase of 25% in post related message open rate

Associate Product Manager | QYER.com

09/2015 - 04/2016

B2C Online Travel Shopping, Mobile App, User Conversion: Category Page, Promotions

- Launched Category Page for "Visas" and "Cruises", had increases of 15% in daily sell and 20% in conversion rate during 2015's off-season
- Launched a "Popular Destination" feature in the Searching Page, resulted in an increase of 35% in daily PV of the selected Popular Destination pages
- Launched an accurate push function (based on user's location, following topics, and purchase behaviors) in the internal tool with big data and BD teams, achieved increases of 25% in the mobile push notifications open rate and 5% in DAU

EDUCATION

Northwestern University

M. S. Product Design and Innovation

Product strategy and management

GPA: 3.9/4.0, 2018 - 2020, Evanston, IL

Beijing University of Technology

B. E. Industrial Design, Product Design and Strategy, GPA: 3.9/4.0

Dual B. A. Economics, Marketing and Analytics, GPA: 3.8/4.0, 2012 - 2016

SKILLS

METHODS

Agile Methodologies, Scrum, Gantt Chart
Requirements Gathering and Analysis
Product Lifecycle Management
Product Roadmap, Go-to-Market Plans
Test-Driven Development

RESEARCH AND VALIDATION

Contextual Inquiry, Focus Group, Surveys
Interview, Affinity&Empathy Mapping
SWOT, Porter 5 Forces Analysis
Market & Competitor Research
A/B Test, Mockup Usability Testing
Data Analysis, Heuristic Evaluation

PRODUCT DESIGN

Design Thinking, Human-centered Design
Storyboard, Journey Map, Persona
Information Architecture, User Flows
Wireframing, Rapid Prototyping

TOOLS

Trello, Jira, Confluence, Excel, XMind
Axure, Balsamiq, Figma, Sketch, Adobe
Creative Cloud, InVision, Framer

CODING

HTML+CSS, JavaScript, React, SQL, Github