

# FAYE GONG

## Product Designer

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### WORK EXPERIENCE

#### Product Designer | Jefit Inc

05/2020 - Present

Fitness Mobile App (iOS & Android)

- Leading the design of Jefit iOS and Android Apps to help 9 million users improve their fitness level by logging and tracking workout progress

#### UX Design Intern | Microsoft Corporation

06 - 09/2019

Bing.com News Vertical, Mobile Web

- Designed news feed personalization features to help users catch up on updates of topics they followed

#### Product Manager | Sunlands.com

09/2016 - 03/2017

Online Education, Mobile App (iOS & Android) , Forum and Community

- Led the planning and iteration of social features, launched and iterated "My Forums" feature, forum navigation, and in-app notifications

#### Associate Product Manager | QYER.com

09/2015 - 04/2016

B2C Online Travel Agency, Mobile App (iOS & Android)

- Launched "Visas" and "Cruises" category pages, a "Popular Destinations" feature on the search page, and a push message customization function in the internal tool

### EDUCATION

#### Northwestern University

2018-2020

M. S. Engineering Design Innovation, Product Design, GPA: 3.9/4.0, Evanston, IL

#### Beijing University of Technology

2012- 2016

B. E. Industrial Design, Interaction Design, Dual B. A. Economics, International Marketing  
GPA: 3.9/4.0, Outstanding Graduates of Beijing (Top 1% in Beijing), Beijing, China

### SKILLS

#### METHODS

Design Thinking, Human-Centered Design

Persona, User Journey Map

Storyboarding, User Flows, Wireframing

Paper Prototyping, Rapid Prototyping,

Interaction Design, Interface Design

Visual/Graphic Design,

Animation, Video Making, Storytelling

Motion Design, Design System

#### TOOLS

Pen, Paper, XMind, Axure RP, Balsamiq

Figma, Framer X, Sketch, InVision

Adobe CC (XD, PS, AI, ID, PR, AE)

Principle, Zeplin, Abstract

#### CODING

HTML+CSS, JavaScript, PHP

React, React Native, Python, SQL

#### USER RESEARCH

Contextual Inquiry, Focus Group, Survey

Storyboard, Card sorting, Journey Map

Interview, Affinity Mapping, Persona

Empathy Map, Competitive Study

#### TESTING AND EVALUATION

A/B Test, Mockup Usability Testing

Data Analysis, Heuristic Evaluation