

Faye Yifei Gong

Multi-disciplinary User Experience Designer
yifeigong2020@u.northwestern.edu

<https://www.linkedin.com/in/yfgong>

<http://fayegong.xyz/physical.html>

224-420-1511

WORK EXPERIENCE

UX Design Intern Microsoft (Bing.com), Jun. - Oct. 2019

- Designed and evaluated new content personalization features on the mobile-end "For You" Tab for the news browsing scenario as a part of the FY2020 Bing News product roadmap
- Led interviews, design reviews and user testings and delivered Hi-Fi solutions, motions, and illustrations
- Took part in Bing FY2020 Vision storytelling

Design Lead Gaia, LLC (Biomedical Technology), Nov. 2018 - Present

- Researched and defined design opportunities in the daily life of kids with autism and their caregivers
- Designed a smart apparel solution for autism meltdown monitoring
- Designed, tested and iterated a mobile app for autism social skills training

RECENT PROJECTS

XIA Master's Thesis, Apr. - Dec. 2019

- Researched and conducted design research that focused on working mode and sitting behaviors for professionals who are suffering back pain brought by prolonged sitting and sedentary working
- Identified physical and digital design opportunities and ideated 5 concepts
- Tested, iterated and finalized the solution XIA that contains a smart seat pad and a mobile app to help back pain professionals build healthies sitting behaviors to improve their productivity

Cou Cou Lux, Client Project, Winter 2019

- Researched, designed and tested a smart light powered by Amazon Echo that helps people to optimize morning and pre-bed routines by multisensory experience and to perform better during their daytime

Spark 3M, Client Project, Spring 2019

- Researched current usage and workarounds of issues brought by using orthodontic clear aligners on a daily base
- Created a strategic solution of personalized end-to-end IoT experience to improve wearing stickiness and progress tracking experience for users of 3M™ Clarity™ Aligners

EDUCATION

Northwestern University

May 2020, Evanston, IL, GPA: 3.9/4.0

M. S. Engineering Design Innovation, UX

Beijing University of Technology, 2016

B. E. Industrial Design, Interaction Design

B. A. Economics, International Marketing

FEATURED PATENT

Motion-induced Anti-theft Wearable Device, CN106723462A/B, May 2017

SKILLS

METHODS

Design Thinking, Human-centered Design
Contextual Inquiry, Focus Group, Surveys
Storyboard, Journey Map, Interviews
Affinity Mapping, Persona, Empathy Map
Competitive Study, User Flows, Blueprint
Wireframing, Rapid Prototyping, Animation

INDUSTRIAL DESIGN

Auto CAD, SolidWorks, Auto 3Dmax,
Rhinoceros, KeyShots, ProE

INTERACTION DESIGN

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

TESTING

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

CODING

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