

Faye Yifei Gong

✉ yifeigong2020@u.northwestern.edu

🏠 <http://yifeigong.top> 📞 224-420-1511

Product and UX Designer with 2+ Years Work Experience. Seeking 2019 Summer Internship

WORK EXPERIENCE

Product Designer, Gaia Nov'18-Now | Evanston, IL

- Working on developing a mobile app and smart apparel to monitor biometrics and detect early warnings signs of meltdowns for autistics

Design Partner, Liba-Bang Dec'17-Sep'18 | Beijing, China

- Designed and iterated THPK-Bang WeChat Mini-Program mobile product to provide information service for more than 5000 students

Product Manager, Sunlands Sep'16-Mar'17 | Beijing, China

- Designed and iterated the "community" and "message" TABs to stimulate user interaction and improved the number of the new posts in the sub-forum by 60% on Android and IOS app by closely working with developers and designers

Product Manager Intern, QYER Sep'15-Mar'16 | Beijing, China

- Iterated the visa and cruise modules for the QYER mobile app and user message push and feedback analytics system

Designer Intern, Harper's Bazaar Oct'14-July'15 | Beijing, China

- Iterated Bazaar Jewelry website by using HTML+CSS, Javascript

RECENT PROJECTS

Consumer Packaged Goods Design, P&G Fall 2018

- Designed Product for Pampers® Pure

Digital Service Design, the City of Chicago Winter 2019

- Improving residents engagement in their community by civic tech projects

Medical Wearables and APP Design, Gaia Winter 2019

- Predicting meltdown for autistics to empower their life

Service and Web UX Design, WearEver Winter 2019

- Providing service for traveling clothes rental

IoT and Mobile APP Product Design, Lux Winter 2019

- Aiding waking experience based on light therapy

EDUCATION

M. S. in Engineering

Design Innovation

Northwestern University

Expected Dec'19 | Evanston, IL

- Focusing on HCI and Product Design

GPA: 4.0/4.0

B. E. in Industrial Design, Interaction Design Track

Beijing University of Technology

July'16 | Beijing, China

- Dual Bachelor Degree of Economics

GPA: 3.9/4.0, Overall Rank: 1/45.

MINDSETS

Ideation

Surveys, Interviews, Storyboard, Journey Map, Persona, Moodboard

Evaluation

Data Analysis, A/B Testing
Mockup/Heuristic Testing

Design

Data-driven Design
Human-Centered Design
Wireframing, User Flows
Information Architecture
Paper Prototyping
Interaction Design

SKILLSETS

UX Design

Sketch, Adobe Creative Suite
Unity, Principle, InVision, Framer.js

Coding

SQL, HTML+CSS+JavaScript
Python, C++for Arduino