Faye Yifei Gong

Hardware Interaction Designer

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WORK EXPERIENCE

UX Design Intern Microsoft (Bing.com), Jun. - Oct. 19

- Designed and evaluated new content personalization features for the mobile 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

Design Lead Gaia, LLC (Biomedical Technology), Nov. 18 - Present

- Researched and designed hardware interactions and product design solutions for meltdown monitoring smart apparel
- Designed, tested and iterated a mobile app for autism social stories training and management
- Designed an IoT and SaaS service for the Autism Spectrum Disorder community

RECENT PROJECTS

XIA Master's Thesis, Apr. - Dec. 19

- 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

Spark 3M, Client Project, Spring 19

- Created a personalized end-to-end IoT experience to help daily wearing and progress tracking for 3M Clear Aligner users

Happy Wraps P&G, Client Project, Fall 18

- Built and tested a more adaptable reusable diapers solution for daily usage to reduce plastics and waste

EDUCATION

Northwestern University

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

M. S. Engineering Design Innovation, HCI

Beijing University of Technology, 2016

B. E. Industrial Design, Interaction Design

B. A. Economics, International Marketing

PATENTS

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

Clamping and lubricating device for lobe-shaped chain, CN104908862A/B, June 2015

Circular rotation type bionic rechargeable hair drier, CN106136546A, May 2014

SKILLS

METHODS

Design Thinking, Human-centered Design
Contextual Inquiry, Focus Group, Surveys
Storyboard, Journey Map, Interview
Affinity Mapping, Persona, Empathy Map
Competitive Study, User Flows
Wireframing, Rapid Prototyping
A/B Test, Mockup Usability Testing
Data Analysis, Heuristic Evaluation

INDUSTRIAL & INTERACTION DESIGN

Auto CAD, SolidWorks, Auto 3Dmax,
Rhinoceros, KeyShots, ProE
XMind, Figma, Sketch, Adobe Suite

CODING

Python,SQL, HTML+CSS, JavaScript/React