

Faye Yifei Gong

UX/UI & Product Designer

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WORK EXPERIENCE

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

- 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. 18 - Dec. 19

- Researched, designed and tested a digital social story training solution that has an interactive training mobile app and a website to empower the Autism Spectrum Disorder community
- Delivered UI designs, redlines, illustrations and icons to engineers and operations for implementation

Design Lead Liba Help Tech (Information Service), Dec. 17 - Sept. 18

- Defined design opportunities by researching college students campus news sharing on social media
- Designed and delivered Marketplace, Events, Sharing functions for THPK Help WeChat Mini Program mobile product and used by 5000 students

Mobile Product Manager Sunlands Online Education, 16

- Increased in-app user interaction and DAU by iterating the “Forum” and “Message” functions, resulted in a 60% increase of new posts in the forum
- Delivered product design plans based on personas and user journey and defined product design new opportunities by user data, surveys, and interviews

Associate Mobile Product Manager QYER Online Tourism, 15

- Iterated “Visas” and “Cruises” products pages and increased the sells in offseason
- Improved the open rate of mobile push notifications with the data team
- Delivered low-fi wireframes and user flows to UI designers

EDUCATION

Northwestern University

M. S. Engineering Design Innovation, HCI
Anticipated Graduation May 20
Evanston, IL, GPA: 3.9/4.0

Beijing University of Technology, 2016

B. E. Industrial Design, Interaction Design

B. A. Economics, International Marketing

SKILLS

METHODS

Design Thinking, Human-Centered Design
User Flows, Wireframing, Rapid Prototyping
Information Architecture, Persona
User Journey Map, Storyboarding
Paper Prototyping, Interface Design
Interaction Design, Visual/Graphic Design
Animation, Video Making, Storytelling
Motion Design, Design System
Data Visualization

TOOLS

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

CODING

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

USER RESEARCH

Contextual Inquiry, Focus Group, Surveys,
Storyboard, Journey Map, Interview
Affinity Mapping, Persona, Empathy Map
Competitive Study

TESTING AND EVALUATION

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