

# Faye Gong

## Experience & Product Designer

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### EDUCATION

#### Northwestern University 2018-2020

M. S. Design Innovation, Product Innovation and HCI, 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 graduate of Beijing, 2016 (Top 1% in Beijing)

### RELATED WORK EXPERIENCE

#### UX Design Intern | Microsoft Corporation 06 - 09/2019

Bing News Vertical, Mobile App, Content Personalization

- Delivered "For You" news feed personalization features to A/B test, as a part of Bing FY2020 product roadmap to improve user engagement through content click-through rate, by defining product strategy, creating Hi-Fi interaction design and illustrations
- Created a Bing FY2020 Vision storytelling video that was played in front of 50 thousands of Microsoft employees

#### Design Lead | Gaia, LLC 11/2018 - Present

Mobile App, Website, Apple Watch, Biomedical Technology, Autism

- Accomplished user interviews, smoke test and user testing with 40+ families and partnership with 5 Chicago Learning Centers
- Designed and delivered UI designs, redlines, illustrations and icons for a digital social story training solution, that has an interactive training mobile App, a web portal, and an Apple Watch App under MVP development

#### Design Lead | Liba Help Tech 12/2017 - 09/2018

Mobile-end: Marketplace, Events, Popular Topics, Community

- Achieved 6000 DAU and acquired over 50,000 college student users within 1 month, by leading research, design, and development from concept through execution to MVP launch in 2 months
- Achieved "Marketplace" user adoption by 85%, by iterating a mobile webpage to a WeChat Mini-Program

### SKILLS

#### METHODS

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

#### TOOLS

Pen, Paper, XMind, Axure RP, Flinto  
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