

Faye Gong

yifeigong2020@u.northwestern.edu
<http://www.fayegong.xyz>
224-420-1511

UX/UI, PRODUCT DESIGNER

3 years of work experience in the technology and agile environment
3 years of experience in user experience and product design

EXPERIENCE

06-09 / 2019

Microsoft | UX Design Intern

Designed mobile Bing News “For You” tab content personalization features and “Full Coverage” news interactive cards
Proposed new user scenarios and helped on FY2020 Bing product roadmap and vision storytelling
Led interviews, design reviews and user testings and delivered Hi-Fi solutions, motions, and illustrations

2018 - 2019

Gaia | Design Lead

Designed an interactive social story training mobile app and a website, tested with kids and caregivers and delivered UI designs, redlines, illustrations and icons to engineers and operations for implementation

2017 - 2018

Liba Help | Design Lead

Designed and implemented Marketplace, Events, Sharing features for THPK Help's WeChat Mini-Program

2016 - 2017

Sunlands | Mobile Product Manager

2015 - 2016

QYER | Associate Mobile Product Manager

EDUCATION

2018 - 2020

Northwestern University | M. S. Engineering Design Innovation

GPA: 3.9/4.0, Interaction and UX Design, Graduating in May 2020

2012 - 2016

Beijing University of Technology | B. E. Industrial Design

GPA: 3.9/4.0, Interaction Design, Dual B. A. International Marketing

METHODS

Design Thinking, Human-Centered Design, Competitive Study, Contextual Inquiry, Interview, Focus Group, Surveys, Data Analysis, Storyboarding, Journey Map, Affinity Mapping, Persona, Empathy Map, User Flows, Information Architecture, Paper Prototyping, Wireframing, Rapid Prototyping, Design System, Motion Design, Animation, A/B Test, Usability Testing, Heuristic Evaluation, Storytelling

TOOLS

Adobe Suite (XD, PS, AI, ID, PR, AE), Axure RP, Flinto, Balsamiq, Figma, Framer X, Sketch, InVision, Principle, Zeplin, Abstract, HTML+CSS, JavaScript, PHP, React, React Native, Python, SQL