

Faye Yifei Gong

UX/UI & Product Designer

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WORK EXPERIENCE

User Experience Design Intern

Microsoft(Bing.com), June - October 19, Beijing, China

- Proposed and designed mobile-end News Vertical “For You” Tab content personalization related functions as a part of the FY2020 Bing News roadmap
- Explored various design topics from redefining problems, paper prototyping, user testing, Hi-Fi solutions, motion, and illustrations
- Identified new mobile news design opportunities and using scenarios
- Took part in Bing FY2020 Vision storytelling

Design Lead

Gaia, LLC (Biomedical Technology), November 18 - Present, Evanston, IL

- Designed for empowering the Autism Spectrum Disorder community by multiple products, like a interactive training app and website, wearable devices
- Researched and tested mid-fidelity mocks with autism families
- Delivered screens design, redlines, and icons to implementation

Design Lead

Liba Bang Tech (Information Service), December 17 - September 18, Beijing, China

- Led, designed and delivered Liba Bang WeChat Mini Program mobile product from 0 to 1 and used by 5000 students

Product Manager (Front-end UX)

Sunlands.com Online Education, September 16 - March 17, Beijing, China

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

RECENT PROJECT

Founder

Teamie, September 19 - Present, Chicago, IL

- Led a SaaS project across CS 497 Rapid Prototyping and MEM 490 Product Management to build an MVP product for connecting extra venue resources and team building needs

EDUCATION

Northwestern University

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

M. S. in Engineering Design Innovation, HCI

Beijing University of Technology, 2016

B. E. Industrial Design, Interaction Design

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

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

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