

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 Bang 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 Liba Bang WeChat Mini Program mobile product and used by 5000 students

Product Manager Sunlands Online Education, Sept. 16 - Mar. 17

- 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 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

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