

# Faye Gong

## UX/UI & Product Designer

yifeigong2020@u.northwestern.edu

224-420-1511

<http://fayegong.xyz>

<http://www.linkedin.com/in/yfgong>

### WORK EXPERIENCE

#### UX Design Intern | Microsoft

06 - 09.2019

**Bing.com, Mobile News Aggregator, Content Personalization**

- 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

11. 2018 - Present

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

- 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

12. 2017 - 09. 18

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

- 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 40,000 students

#### Product Manager | Sunlands.com

09.2016 - 03.2017

**B2C Online Education, MobileApp, User Engagement: Forum, Community**

- Collected and prioritized pain points from surveys(1500+/2 weeks), in-depth interviews(50+/a month), customer feedback(100+/a month) and competitor study reports(3), stakeholder interviews(10+ departments), wrote PRD and organized product backlog with cross-functional teams following agile methodology and scrum
- 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

#### Product Manager | QYER.com

2015 - 2016

**B2C Online Travel Shopping, Mobile App, User Conversion: Category Page, Promotions**

- Launched centralized channel pages of "Visas" and "Cruises" and increased in daily sells about 10%, in conversion rate about 12% during the 2015 off-season
- Conducted daily user and conversion data reports by SQL and excel and monthly trends and competitors watching, and sent to the whole business products department to refer to
- Delivered low-fi wireframes and user flows to UI designers

### EDUCATION

#### Northwestern University

M. S. Product 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 CC (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