

# Faye Gong

## UX/UI & Product Designer

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### 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

#### 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, 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

### EDUCATION

#### Northwestern University

M. S. Product Design Innovation, HCI

05/2020, Evanston, IL, GPA: 3.9/4.0

#### Beijing University of Technology

B. E. Industrial Design, Interaction Design,

Dual B. A. Economics, GPA: 3.9/4.0

### 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