Yifei Faye Gong

Prodcut/UX Designer │Seeking UX Design Fulltime Position

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

EDUCATION

M. S. in Engineering Design Innovation, HCI Focus
Northwestern University, Expected April 20, Evanston, IL, GPA: 4.0/4.0

B. E. in Industrial Design, Interaction Design Focus
Beijing University of Technology, July'16   Beijing, China, GPA: 3.8/4.0, Rank: 1/45

WORK EXPERIENCE

User Experience Design Intern
Microsoft(Bing.com), June 19-Now, Beijing, China
• Proposed and designed new mobile-end News Vertical "For You" Tab content personalization related functions which was added to the FY2020 Bing News roadmap
• Explored various design topics from redefining problems, paper prototyping, user testing, Hi-Fi solutions, motion, and illustration
• Identified new mobile news design opportunities and using scenarios
• Took part in Bing FY2020 Vision storytelling

Design Lead
Gaia, LLC (Medical Wearable Device), Nov'18-Now, Evanston, IL
• Designed for empowering the Autism Spectrum Disorder community by multiple products, like interactive training app and website, wearable devices
• Researched and tested middle fidelity mocks with autism families
• Delivered screens design, redlines, and icons to the development side

Design Lead
Liba Bang Tech Inc (Information Service), Dec'17-Sep'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 Online Education(Online Education), Sep'16-Mar'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 sub-forum
• Delivered feature plans based on personas and user journey by surveys and interviews

Associate Product Manager (Front-end UX)
QYER.com(Online Tourism), Sep'15-Mar'16, Beijing, China
• Iterated the "Visa" and "Cruise" segements and notification push mobile experience with data and BD team, and increased the sells by user's data and competitor analysis

Interaction and Visual Designer Intern
Harper's Bazaar(Fashion), Oct'14-July'15, Beijing, China
• Redesigned Bazaar Jewelry new media branding and website by HTML+CSS, Javascript

USER RESEARCH

NEEDS FINDING
Contextual Inquiry
Focus Group
Interview, Surveys
Storyboard, Journey Map
Affinity Mapping
Persona, Empathy Map
Competitive Analysis

EVALUATION
A/B Test, Data Analysis
Mockup Testing
Usability Testing
Heuristic Evaluation

DESIGN

METHODS
Data-driven Design
Design Thinking
Human-centered Design
Wireframing, User Flows
Rapid Prototyping
Information Architecture
Paper Prototyping
Interface Design
Interaction Design
Design System
Visual/Graphic Design
Animation, Video Making

TOOLS
Excel, SPSS, XMind,
Sketch, Axure RP, Figma
Adobe Suite, Framer X
InVision, Principle

CODING
HTML, CSS, JavaScript,
React, Python, SQL

INTERESTS
App Critiques, Hackathon