

# Faye Gong

## UX/UI & Product Designer

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<http://fayegong.xyz>

### SUMMARY

3 years of work experience in the technology industry and agile environment

3 years of experience in UX/UI and Product Design

### WORK EXPERIENCE

#### UX Design Intern    Microsoft, Jun. - Oct. 2019

- Designed and evaluated Bing.com 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. 2018 - Dec. 2019

- 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 (Information Service), 2017 - 2018

- 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 5000 students

#### Mobile Product Manager    Sunlands Online Education, 2016 - 2017

- Delivered product design plans based on personas and user journey and defined product design new opportunities by user data, surveys, and interviews

#### Associate Mobile Product Manager    QYER.com, 2015 - 2016

- Delivered low-fi wireframes and user flows to UI designers

### EDUCATION

#### Northwestern University

M. S. Engineering Design Innovation, HCI

Anticipated Graduation May, 2020

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 Suite (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