

# Yifei Faye Gong

yifeigong2020@u.northwestern.edu ✉

<http://fayegong.xyz> 🏠

Product/UX Designer | Seeking UX Design Fulltime Position

224-420-1511 📞

## EDUCATION

### M. S. in Engineering Design Innovation, HCI Focus

Northwestern University, Expected April 20, Evanston, IL

- GPA: 4.0/4.0, Product and User Experience Design, Entrepreneurial

### B. E. in Industrial Design, Interaction Design Focus

Beijing University of Technology, July'16 Beijing, China

- GPA: 3.8/4.0, Overall Rank: 1/45, Dual Bachelor Degree of Economics

## WORK EXPERIENCE

### User Experience Design Intern

Microsoft(Bing.com), June 19-Now, Beijing, China

- Identified new mobile news design opportunities and using scenarios
- Explored design directions from problems to HiFi solutions for Bing News

### Design Lead

Gaia, LLC (Medical Wearable Device), Nov'18-Now, Evanston, IL

- Worked on empowering the Autism Spectrum Disorder community by a interactive training app and delivered HiFi mobile app design for production

### Design Lead

Liba Bang Tech Inc (Information Service), Dec'17-Sep'18, Beijing, China

- Led and designed THPK Bang WeChat Mini Program mobile product from 0 to 1 and currently 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 60% increasing of new posts in the sub-forum
- Delivered user insights by personas and mindmaps 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" modules and increased the sells by qualitative methods and competitor analysis
- Improved push performance metrics with data and BD team

### Interaction and Visual Designer Intern

Harper's Bazaar(Fashion), Oct'14-July'15, Beijing, China

- Rebranded Bazaar Jewelry new media and ads visually with marketing team
- Used HTML+CSS, Javascript to redesign of Bazaar Jewelry website

## 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,  
Adobe Suite, Sketch,  
Figma, Framer X, Axure RP  
InVision, Principle

### CODING

HTML, CSS, JavaScript,  
React, Python, SQL

## INTERESTS

App Critiques, Hackathon