**Yifei (Faye) Gong**

Product & UX Designer

Seeking Internship in 2019 Fall, 2020 Winter

Seeking Full-time Position from April 2020

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**WORK EXPERIENCE**

**UX Designer Intern**

**Microsoft,** Jun’19-Sept’19 | Beijing, China  
• Designed key user experiences and use cases for FY2020 Bing News Mobile Product

• Identified fact-checking product design opportunities, created detailed storyboards, and designed key user experiences and interactions

**Product Design Lead**

**gaia, LLC,** Nov’18-Now | IL, USA  
• Designed a mobile app and a smart apparel to monitor biometrics and detect early warnings signs of meltdowns for autistics by biomedical technology and machine learning

**Product Design Lead**

**LiBa-Bang Technology Inc,** Dec’17-Sep’18 | Beijing, China  
• Designed and iterated THPK-Bang WeChat Mini-Program mobile product to provide information service for more than 5000 students

**Product Manager**

**Sunlands Online Education,** Sep’16-Mar’17 | Beijing, China  
• Designed and iterated the “community” and “message” TABs to stimulate user interaction and improved the number of the new posts in the sub-forum by 60% on Android and IOS app by closely working with developers and designers

**Product Manager Intern**

**QYER.com,** Sep’15-Mar’16 | Beijing, China  
• Iterated the visa and cruise modules for the QYER mobile app and user message push and feedback analytics system

**Interaction Designer Intern**

**Harper’s Bazaar,** Sep’14-Mar’15 | Beijing, China

• Iterated Bazaar Jewelry website by using HTML+CSS, JavaScript

**RECENT PROJECTS**

**Automated Fact-checking, Knight lab of Medill Journalism School,** Spring 2019  
• Developing an AI driven Smart Assistant App for false information correction based on voice interaction

**Chicago Civic Connect, the City of Chicago,** Winter 2019

• Improving residents community engagement by civic tech projects

**EDUCATION**

**M. S. in Engineering Design and Innovation,** 2018-2020 **Northwestern University**, IL, USA  
• Focusing on HCI and Product Design, GPA: 4.0/4.0

**B. Eng. in Industrial Design, Interaction Design Focus, 2012-2016**

**Beijing University of Technology, Beijing**• GPA: 3.9/4.0, Overall Rank: 1/45, Graduated with First Class Honors & Outstanding Academic Performance Award

• Dual Bachelor of Economics

**DESIGN**

**Adobe Creative Suites**

Photoshop

Illustrator

After Effects

Premiere

**Visual & Prototyping**

Sketch

Figma

Framer X

Axure RP

InVision

Principle

**Platforms**

iOS & Android

Responsive Web

Wearables  
Voice User Interface

**USER RESEARCH**

Contextual Inquiry

Interview

Focus Group

Survey

Affinity Mapping

Persona

Empathy Map

User Journey Map

Usability Test

A/B Test

**DEVELOPMENT**

HTML, CSS, JavaScript, Python,

**LINGUISTICS**

Mandarin Chinese - Native

English - Fluent

**TOOLS**

Adobe PS, XD, AI, AE, PR, FL, Unity Sketch, Principle, InVision, Framer.js SQL, HTML+CSS, JavaScript, Python

**SKILLS**

**User Research**

Surveys, Interviews, Storyboard Journey Map, Persona

**User Testing**

Data Analysis, Mockup Testing Heuristic Evaluation, A/B Testing

**Design**

Data-driven Design Human-Centered Design Wireframing, User Flows Information Architecture  
Paper Prototyping  
Interaction Design, Visual Design