FAYE GONG

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SF Bay area, CA   Willing to relocate and onsite   PHONE: 224-420-1511   PORTFOLIO: faye-gong.com

An impact–oriented product manager and innovator, passionate about building human–centered consumer–facing products. Experienced in user research and data–informed decision–making to ensure successful agile new product R&D and iterations. Excel at creating product/community–led growth strategies, and lovable, delightful, and seamless UX for mobile–first products.

WORK EXPERIENCE

Product Lead/"Second–in–Command" JeFit Inc (A 15 People Bootstrapping Startup)   05/2020 – Present

- JeFit is a top–ranking consumer fitness platform with the largest online community for gym–goers, available on iOS & Android mobile, smartwatch and web. Achieved 4M organic user growth and increased YoY revenue by $4M through 120+ product rollouts. Case Study
- **Core**: Created a core retention loop that drove YoY retention by 12%. Built onboarding and new user experiences that increased D0 activation by 20% and D1 retention by 12%. Iterated on workout content and UX, charts, in–app messaging, notifications, newsfeed and community by redefining the user journey and use cases, UX/UI redesign, conversion optimization with split tests, backed by user–centric and data–informed research, and market analysis. Improved app stability and reduced ANR through major refactoring.
- **Growth**: Established a community–led growth model that increased daily signups by 30%. Boosted web organic traffic by 60% through SEO for user–generated content and a free workout builder. Run A/B testing and ASO and increased storefront conversion by 15%. Led go–to–market events and social media campaigns. Established ads and digital marketing strategies and new distribution channels.
- **Monetization**: Devised an in–app purchase strategy that increased ARPAU by 60%. Launched a new pricing model that increased LTV by 30%. Improved subscription revenue lifecycle callback and boosted recurring revenue by 12%. Iterated on the distribution of free trial offers and increased conversions to paid by 10%. Built post–purchase and welcome experiences and increased retention by 10%.
- **PMF**: Experimented with new growth initiatives: smart AI workout generator, coach and client on–demand marketplace.
- **Leadership**: Lead a cross–functional team, manage and grow the product team to include product marketing and visual design roles. Own an end–to–end agile process including product research, development, and marketing and operation. Run 2–week sprints as a scrum master. Set company OKRs with CEO, then lead define roadmaps, product goals, success metrics and lead retro meetings

Product Design Intern, Consumer Mobile Bing Search APP, Microsoft Corp   06–10/2019

- Designed a content personalization function within the "Bing News For You" experience on iOS and Android, that supports users to stay informed on specific topics. Conducted user interviews and usability testing and delivered UX flow and hi–fi UI.

Product Manager, Consumer Mobile Sunlands Technology Group (NYSE: STG)   2016–2017

- Owned in–app social, messaging and community components on iOS and Android. Iterated community structure and increased MAU by 20%, weekly posts by 40%, and D7 retention by 10%. Reduced repetitive operational tasks for sales enablement and support teams.

Associate Product Manager, Consumer Mobile QYER.com (Series D)   2015–2016

- Owned in–app community Search & Discovery monetization funnels on iOS and Android. Increased purchase conversion by 10% through personalization, targeted recommendations, improved search–to–purchase conversion by 5% by iterating UX/UI.

EDUCATION

M.S. Product Design Innovation (Mechanical Engineering) Northwestern University (Evanston, IL) 2018 – 2020

- Projects partnered with P&G, 3M, Feeding America, Lurie Children's Hospital. GPA: 3.9/4.0. The Garage at NU Entrepreneur in Residence.

B.S. Product Design, B.A. Marketing   Beijing University of Technology   2012 – 2016

- Beijing Outstanding Graduate Award (Top 0.01% in Beijing). Dean's list 2012–2015. GPA: 3.9/4.0. Entrepreneurship Program.

SKILLSETS AND TOOLS

- **Leadership**, Cross–functional Collaboration, Whiteboarding, Storytelling, Presentation, Decision Making, Coaching, Execution.
- **Product Management**, Roadmap, Product Vision & Strategy, Agile Development, Scrum, RICE Prioritization, Competitor Study, Market Research, SWOT, PRD, Project Management (Trello, Github, Android Studio, Xcode, Firebase, Html&CSS, React, SwiftUI).
- **Product Growth**, Reforge Growth Loop, A/B Test, Data Analytics, ASO, SEO (Amplitude, SQL, Mobile Action, AppTweak, GA4).
- **Human–centered Design**, Design Thinking, Design Sprint, UX Research, Personas, Information Architecture, Wireframe, Prototyping, UX/UI Design, Usability Test, Design System (Pen&Paper, Miro, Figma, Adobe Creative Cloud, UserTesting, InVision, Principle).