

FAYE GONG

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Sunnyvale, CA Willing to relocate and onsite

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An Impact-oriented Product Manager and Innovator, passionate about Human-centered consumer-facing product innovation. Experienced in user research with data-informed decision-making to ensure agile new product development and iteration launch. Excel at creating seamless mobile UX with a community-led growth strategy that makes products delightful to engage with.

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 and the largest online community for gym-goers, available on [iOS](#) & [Android](#) mobile and smartwatch and [web](#) platforms. I led efforts to achieve a user base growth of 4M through more than 100 product rollouts with AB tests, and increased YoY revenue by \$2.5 M. [Case Study](#)
- Core:** Created core user retention loop. Iterated workout UX, charts, content database, in-app messaging, notifications, newsfeed, community modules. Increased YoY activation rate by 8%, D1 retention rate by 5%, through redefining user journey and use cases, UX/UI redesign, conversion funnel optimization, and A/B testing, backed by user-centric and data-informed research and market analysis.
- Growth:** Established a community-led growth model and increased weekly signup by 40%. Increased web organic traffic by 50% through SEO for user-generated content and a free workout builder. Increased storefront conversion by 15% through a/b test and ASO. Built go-to-market events and social media campaigns. Established search ads and marketing strategy and new distribution channels.
- Monetization:** Released a new pricing model with updated packaging, increased quarterly revenue by 30% and ARPPU by 60%. Improved backend subscription lifecycle notifications that increased monthly recurring revenue by 10%. Built free trial offers and distribution algorithms. Created holiday and seasonal gifting campaigns. Integrated third-party experiments SDK.
- PMF:** Experimented with new 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. Partner with the CEO set company OKRs, then 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

- Managed social and in-app messaging components on [iOS](#) and [Android](#), reconstructed community and increased MAU by 20%, weekly posts by 40%, and Day 7 retention by 10%. Reduced repetitive operational tasks for the support team.

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

- Managed Search&Discovery components and monetization funnels on [iOS](#) and [Android](#), increased purchase conversions by 10% through 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, Persuasion.
- Product Management**, Roadmapping&Strategic Planning, Agile Development, Scrum, RICE Prioritization, Competitor Study, Market Research, SWOT, PRD, Team/Project Management (Trello, Github, Android Studio, Xcode, Firebase, Html&CSS, React, SwiftUI).
- Product Growth**, Reforge Growth Loop, A/B Test, Data Analysis, ASO, SEO (Amplitude, SQL, Mobile Action, AppTweak, GA4).
- Human-centered Design**, Design Thinking, Design Sprint, UX Research, Information Architecture, Wireframing, Prototyping, UX/UI Design, Usability Test (Pen&Paper, Miro, Figma, Adobe Creative Cloud, UserTesting, InVision, Principle).