

FAYE GONG

Linkedin: [linkedin.com/in/fayegong](https://www.linkedin.com/in/fayegong)

EMAIL: yfg@u.northwestern.edu

Sunnyvale, CA Willing to relocate & onsite

PORTFOLIO: faye-gong.com

PHONE: 224-420-1511

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 product development. Excel at creating seamless mobile UX with a community-led growth strategy that makes products delightful to discover, adopt, and 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:** Iterated core tracking 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 community-led growth strategies. Increased weekly storefront conversion by 15% through split test and ASO. Optimized organic user acquisition through SEO of user-generated content and a free web workout builder. Built go-to-market events and social media campaigns. Built performance marketing channels and partnerships on TikTok and Discord.
- 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 sprint as a scrum master. Partner with the CEO set company OKRs, define roadmaps, product goals, and success metrics.

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).