

# FAYE GONG

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

EMAIL: [yfg@u.northwestern.edu](mailto:yfg@u.northwestern.edu)

SF bay area, CA    Willing to relocate and onsite

PHONE: 224-420-1511

PORTFOLIO: [faye-gong.com](https://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 iteration. Excel at creating seamless mobile UX with a community-led growth strategy, making products lovable and delightful to use.

## WORK EXPERIENCE

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### 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 lifecycle backend 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

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### 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

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- 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).