

FAYE GONG

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Well-rounded product manager with successful experience in consumer-facing product-led growth, end-to-end development process from user-centric and data-informed research, to strategy, design, test, go-to-market strategy and product release; Creating seamless mobile user experiences that are delightful to discover, adopt, engage, ultimately driving retention and revenue

WORK EXPERIENCE

Product Lead/"Second in Command" JeFit Inc

05/2020 – Present

- JeFit App is a top-ranking consumer-facing freemium fitness app on [Android](#) and [iOS](#) (mobile and smartwatch) and [web](#) platforms. Lead product development and scaled user base from 8M to 12M by 100+ product rollouts.
- **Core:** Iterated core fitness experiences, in-app messaging, newsfeed and community, notifications modules. Increased YoY user activation rate by 8%, D1 user 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 product-led growth strategies from 0 to 1. Increased weekly storefront conversion by 15% through split test and ASO. Optimized organic user acquisition through SEO of user-generated content, a usage-based free web tool. Built go-to-market events and social media campaigns. Built new 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 membership free trial offers and distribution algorithms. Created holiday and seasonal gifting campaigns.
- **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.com, Microsoft Corp

06-10/2019

- Designed a content personalization function within the "[Bing News For You](#)" section that supports users to stay up-to-date on specific topics. Conducted user interviews and usability testing and delivered UX flow and high fidelity and UI screens.

Product Manager, Consumer Mobile [Sunlands Technology Group](#) (NYSE: STG)

2016-2017

- Managed social and in-app messaging components, 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](#)

2015-2016

- Managed Search&Discovery components and monetization funnels on mobile, increased purchase conversions by 10% through targeted recommendations, improved search-to-purchase conversion by 5% by iterating UI.

Product Marketing Specialist Intern, Customer Engagement [Harper's BAZAAR Magazine](#)

2013-2015

- Improved enterprise subscriptions through digital marketing of Jewelry Topics columns on social media platforms.

EDUCATION

M. S. Product Design Innovation Northwestern University

2018 – 2020

- Projects partnered with P&G, 3M, Feeding America, Lurie Children's Hospital. GPA: 3.9/4.0

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

2012 – 2016

- Beijing Outstanding Graduate Award (Top 1% in Beijing). Dean's list 2012-2015. GPA: 3.9/4.0

SKILLS AND TOOLS

- **Leadership**, Cross-functional Collaboration, Whiteboarding, Storytelling, Presentation, Decision Making.
- **Product Management**, Agile Development, RICE Scoring, Scrum (Trello, Github, Android Studio, Xcode, Firebase, Html&CSS).
- **Product Growth**, Reforge Growth Model, A/B Testing, Data Analysis, ASO, SEO (Amplitude, Mobile Action, Google Analytics).
- **Human-centered Design**, Design Thinking, Design Sprints, Qual/Quant User Research, Prototyping, UX/UI Design, Heuristic, Evaluation, Usability Test (Pen&Paper, Miro, Figma, Adobe Creative Suite, User Testing).