

FAYE GONG

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An impact-oriented human-centered innovator with hands-on experience in product growth and retention for consumer-facing, mobile-first platforms. Excel at leading agile teams in new product R&D and iterations, driven by data-informed and user research insights. Experienced in product/community-led growth strategies and crafting lovable, delightful, and seamless UX.

WORK EXPERIENCE

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

- Reported to the CEO. Led the R&D efforts that made JeFit App become the “Best Workout App” featured by the [iOS App Store](#) and [Google Play Store](#) and the largest gym-goers [community](#) on mobile with a 4M user growth and a \$4M revenue growth. [Case Study](#)
- Core:** Created a user retention loop that drove retention by 12%. Built onboarding and FTUX that increased D0 activation by 20% and D1 retention by 12%. Iterated on core UX, charts, in-app messaging, notifications, content, newsfeed and community, by redefining the user journey and use cases, UX/UI redesign and conversion optimization with multivariate testing, backed by user-centric research and data and market analyses. Improved app stability and reduced ANR through major refactoring. Designed smartwatch Apps use cases.
- Growth:** Innovated a community-led growth model that increased daily signups by 30%. Directed a Web-to-App strategy, boosted web organic traffic by 60% through SEO for user-generated content and a free web tool. Run A/B test and ASO and increased storefront conversion by 15%. Initiated GTM and social media campaigns, performance 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%. Engineered subscription lifecycle callback and increased recurring revenue by 12%. Iterated on the distribution of free trial offers and increased conversions to paid by 10%. Enhanced post-purchase and welcome experiences and increased retention by 10%.
- PMF:** Experimented with smart AI workout generator, coach and client on-demand marketplace.
- Leadership:** Oversaw a cross-functional team and grew the product team to include marketing and visual design roles. Owned an end-to-end agile process including product research, development, marketing and operation. Run 2-week sprints and led meetings as a scrum master. Set company annual and quarter OKRs with CEO. Defined and aligned goals, product roadmaps, 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 high fidelity UI screens.

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 and UI.

EDUCATION

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

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

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

- GPA: 3.9/4.0. Beijing Outstanding Graduate Award (Top 0.01% in Beijing). Dean's List 2012–2015. 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, MySQL, 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).