Heather Gong

San Francisco, CA
linkedin.com/in/heathermgong
heathermgong@gmail.com
408.512.4177

EXPERIENCE

BOLD
2019 - PRESENT | RESEARCH PROGRAM MANAGER

- Worked across design, product management, and analytics teams to conduct a needs analysis and target which customer segments to prioritize
- Created short and long-term plans to build user panels based on evaluation
- Defined clear processes for user recruiting, scheduling, managing incentives, transcriptions, and structuring research artifacts

AUTODESK
2018 - 2019 | LEAD, RESEARCH OPERATIONS

- Managed the content curation and supported the visual design of an in-progress internal research repository
- Facilitated design reviews with design stakeholders, provided guidance for designers regarding research methods & survey design
- Supported researchers with ad hoc needs, such as research analysis, user recruitment, persona development and survey creation
- Scaled the community practice by setting best practices for all content and communications and tracking relevant metrics to report
- Led 2 project team spanning 3 divisions to create engaging customer exhibits and recruited them for research at Autodesk University 2017 and 2018

2017 - 2018 | EXPERIENCE DESIGN COMMUNITY MANAGER

- Launched and scaled a new internal research community for Autodesk Design and Creation product users to 5,000+ members in 8 months
- Led a team across 3 countries to launch and build a Chinese localized research community to support region-specific research needs
- Partnered with Designers, Product Managers and Design Leadership on research initiatives to inform product roadmap decisions
- Planned and scheduled research activities to ensure alignment across multidisciplinary groups and keep the community engaged
- Designed quarterly newsletters for the design organization and managed the process, handling all content editing and curation

2016 - 2016 | AUTOCAD COMMUNITY MANAGER

- Planned, launched and oversaw a new online community of customers to beta test Autodesk's new subscription offering, Industry Collections
- Created guidelines and customer engagement best practices for internal teams and developed forum guidelines for customers
- Developed a behavioral survey to analyze the variance between the online community and global community of AutoCAD users

WGA ASSOCIATES INC
2014 - 2015 | ARCHITECTURAL DESIGNER I & II

- Reviewed existing site conditions of commercial building and interior of specified and adjacent tenant units, documented site measurements
- Drafted new plans including infrastructure work, HVAC, electrical systems, data wiring allowance, plumbing fixtures, walls, ceiling systems and roofing

EDUCATION

University of San Francisco
San Francisco, CA | May 2017

BA, Architecture & Community Design

Minors in Chinese Studies & Architectural Engineering

SKILLS

Design Skills
Human-Centered Design
Design Research
Persona & Storyboarding
Wireframing & Prototyping
Visual Design
Editorial Design

Software
Sketch
Invision
Adobe XD
Figma
Photoshop
Illustrator
InDesign
Qualtrics
UserTesting.com

Additional Skills
Physical & Digital Modeling,
Sketching & Painting,
Basic HTML & CSS,
Hardware Assembly

Interests
Playing Cello & Piano,
Skiing & Snowboarding,
Sketching & Painting,
Traveling

CERTIFICATIONS

CareerFoundry
UX Designer | 2019-2020

General Assembly
Visual Design | October 2018

Nielsen Norman Group
UX Certificate | March 2018

LUMA Institute
LUMA Fundamentals | August 2017