

# Heather Gong

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## EXPERIENCE

**BOLD | SAN FRANCISCO, CA**

2019 - PRESENT | **RESEARCH PROGRAM MANAGER**

- Support research and design teams with conducting studies remotely, in the field, and in person at our San Francisco office
- Manage relationships with external partners, vendors, and consult with legal, finance and IT teams to vet and onboard new research tools and partners
- Develop new research workflows, including end-to-end recruitment processes such as screening, scheduling and pre and post study communications
- Conduct stakeholder interviews to scope requirements for a research repository to enable company-wide access to customer insights

**AUTODESK | SAN FRANCISCO, CA**

2018 - 2019 | **LEAD, RESEARCH OPERATIONS**

- Partnered with a researcher and developer on the implementation of a new system to store and showcase customer insights in a research repository
- Facilitated design reviews and retrospective feedback sessions with design and product stakeholders
- Scaled the research operations practice by setting best practices for all content and communications and tracking relevant metrics to report
- Led 2 project team across 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
- Worked cross-functionally with designers, product managers, and design leadership to support research initiatives in the online customer community
- Managed pipeline of inbound research requests, tracked eligible research participants and shared insights across multidisciplinary groups
- Designed quarterly newsletters for the design organization and managed the process, handling all content editing and curation

2016 - 2016 | **AUTOCAD COMMUNITY MANAGER**

- Launched and managed a new, online community of customers to beta test Autodesk's new subscription offering, Industry Collections
- Created customer engagement best practices for product development teams to engage with users in the online community
- Analyzed and compared online community demographics with the global customer base to assess gaps in community demographics

**WGA ASSOCIATES INC | CUPERTINO, CA**

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

**Human-Centered Design**

Participant Recruitment  
Community Management  
User Journey Mapping  
User & Usability Testing  
Survey Creation  
Panel Management

**Software**

Sketch  
Invision  
Figma  
Adobe Creative Suite  
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 Design Degree | 2019-2020  
Front End Development | 2020-2020

**General Assembly**

Visual Design | 2018

**Nielsen Norman Group**

UX Certificate | March 2018

**LUMA Institute**

LUMA Fundamentals | August 2017