

HANYU GONG

Seeking Full-time **Product/UX Design** Opportunities

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EXPERIENCES

Interaction Design Intern

May 2018 - Sept 2018

frog design

- Conducted field studies in 4 cities and synthesized findings from 50+ stakeholders and users interviews.
- Created user archetypes & journey maps, and presented to the client.
- Ideated and prototyped digital touch points from desktop to mobile.
- Moderated 7 concept test sessions in the real environment and iterated high-fidelity prototypes. Devised design implementation roadmap.

Product Designer

May 2018 - present

Viva La Vida

An art & education enterprise that encourages people to draw down thoughts on life. Now we have collected 2000+ drawings from 15 countries.

- Designing the online mobile gallery to present featured drawings collected from field, and to encourage more people to participate in the campaign.
- Designed and shipped the mini program embedded in Wechat as our MVP.

UX Designer

March 2018 - present

The Incerpt

An online platform that provides help and resources for human-trafficking survivors.

- Designed and shipped the MVP with the development team.
- Iterated the mobile product based on the feedbacks on the MVP.

UX Designer

Sept 2017 - Apr 2018

Georgia Tech Sonification Lab

- Worked with accessibility experts from the CVI Atlanta to test the accessible weather app on both iOS and Android system, and transformed research findings into design suggestions.
- Redesigning and developed the web Data Sonification Sandbox that helps visually impaired people to learn about datasets and equations.

Product Design Intern

June 2016 - Sept 2016

Tezign Information & Technology Co.

A fast-growing startup aiming to apply Artificial Intelligence to creative industry, and helping designers & creatives to improve efficiency.

- Designed the mobile Startup Toolkit based on the original web product.
 - Simplified user flow and converted it into a mobile-friendly experience.
 - Organized cross-team meetings with engineers and branding colleagues.
- Redesigning the About-us web page.
 - Designed story-based interactive pages to attract users' attention.
 - Created a recruiting animation based on the brand story.

Strategy & Branding Intern

July 2015 - Sept 2015

Fred & Farid Shanghai

<https://ffcreative.com/>, an independent international advertising firm from France.

- Conducted consumer research by interviews and social-media analysis.
- Created personas to specify consumer's needs
- Drafted digital branding strategy for clients including Givenchy and Evian.

EDUCATION

Georgia Institute of Technology

M.S. in Human-Computer Interaction

Aug 2017 - May 2019 (expected)

Zhejiang University

B.A. Advertising Rank:1/45

B.E. Industrial Design Rank:1/25

Sept 2013 - July 2017

HONORS

National Scholarships

Awarded to top 0.2% students in China

2014 - 2016

Outstanding Graduate of Zhejiang

Awarded to top 2% graduates in the province

June 2017

Temasek Leadership Enrichment and Regional Networking Scholarships

Awarded to top exchange students in Singapore

Sept 2015 - Dec 2015

SKILLS

Design

Information Architecture
Interaction Design
Visual Design
Motion Graphics
3D Modeling
Information Visualization
Service Design

Design Research

Contextual Inquiry
Competitive Analysis
Interview & Survey
Focus Group
Usability Testing
Quantitative Analysis

Programming

HTML/CSS/JavaScript
Java

Software

Sketch
Photoshop
Illustrator
InDesign
After Effects
Premiere
Processing
Balsamiq

Flinto
Principle
Axure
InVision
Framer
Origami

Hardware

Leap Motion
Arduino

INTERESTS

Social Computing / Healthcare / Environment
Data visualization / VR/AR / Arts & Education
Movies / Music / Theatres