

# 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.

### 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.

- Led a mini mobile product design based on the original desktop product.
- Organized cross-team meetings with engineers and branding colleagues.
- Designed a story-based interactive web page and a recruiting animation to introduce brand culture.

### 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.

## PROJECTS

### UX Designer

March 2018 - present

#### The Incerpt - Resources for human-trafficking survivors

- Led the UX design of the product and worked closely with engineers.
- Tested the design with local NGOs and survivors throughout the process.

### UX Designer/Researcher

Sept 2017 - Apr 2018

#### Georgia Tech Sonification Lab

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

## EDUCATION

### Georgia Institute of Technology

M.S. in Human-Computer Interaction

Aug 2017 - May 2019 (expected), Atlanta, GA

### Zhejiang University

B.A. Advertising Rank:1/45

B.E. Industrial Design Rank:1/25

Sept 2013 - July 2017, Hangzhou, China

## 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