



HANYU GONG

Product/UX Designer

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EDUCATION

Georgia Institute of Technology M.S. in Human-Computer Interaction

Aug 2017 - May 2019, Atlanta, GA

Zhejiang University B.A. Advertising B.Eng. Industrial Design

Sept 2013 - July 2017, Hangzhou, China

- National Scholarships | Top 0.2%
- Outstanding Graduate | Top 2%

SKILLS

Design

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

Research

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

Programming

HTML/CSS/JavaScript
Python
Processing
Java

TOOLS

Graphics

Photoshop
Illustrator
InDesign

Prototyping

Sketch
Balsamiq
Flinto
Principle
Axure
InVision
Framer.js
ProtoPie
Arduino

Animation

After Effects
Premiere

Hardware

Leap Motion

EXPERIENCE

Interaction Design Intern

May 2018 - Oct 2018

frog | A world-leading design and strategy firm that designs exceptional digital and physical experiences to transform businesses at scale.

Worked intensively with a client from the automotive industry through co-creation workshops to redesign its customer experience that would influence hundreds of stores across China. Part of this project has been presented at the Service Design Days Conference at Barcelona 2018:

- Created user archetypes & journey maps by conducting and synthesizing 50+ stakeholders and users interviews across 4 cities.
- Ideated and prototyped digital touch points including the desktop for service providers and the mobile app for customers.
- Led 7 concept test sessions in the real environment and iterated service blueprint and roadmap for implementation.

Product Designer

May 2018 - present

Viva la Vida | A global art & education enterprise that encourages people to explore the meaning of life through drawings.

- Leading the design of mobile products including a tool for uploading drawings and an online gallery for exhibiting featured drawings collected from the field.
- Worked with engineers and launched an embedded app on Wechat as an MVP.

UX Designer & Researcher

Sept 2017 - Apr 2018

Georgia Tech Sonification Lab | An interdisciplinary research group focusing on the development and evaluation of auditory and multimodal interfaces.

- 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 Data Sonification Sandbox desktop that helps visually impaired people learn about datasets and equations.

Product Design Intern

June 2016 - Sept 2016

Tezign Information & Technology Co. | A creative and marketing supplier platform and a data intelligence solution for creative management.

- Designed the mobile product for collecting clients' needs from scratch, and rapidly iterated interactive prototypes for internal testings.
- Explored company website redesign to increase people's interests in our service and created a branding animation to tell the Tezign story.

Strategy & Branding Intern

July 2015 - Sept 2015

Fred & Farid Group | A French international advertising firm.

- Crafted digital branding strategy for clients including Givenchy and Evian based on market research and social media analysis.

ON-GOING PROJECT

Design to improve art museum experience

Sept 2018 - present

Collaborating with the Museum of Contemporary Art of Georgia (MOCA GA) to explore how technology like AR can enhance visitors' experience in the art

Design for human-trafficking victims

March 2018 - present

Leading the UX design in the team INTERCEPT, initiated by Georgia Tech students. With the help from NGOs in Atlanta, we are developing an online platform for communication between victims, survivors and relevant organizations.