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 conecpt 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 partcipate 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 Artifical 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 recuiting 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 Incercept – 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. Indutrial Design   Rank:1/25
Sept 2013 – July 2017, Hangzhou, China

HORNORS

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	Software
Information Architecture	Sketch
Interaction Design	Photoshop
Visual Design	Illustrator
Motion Graphics	InDesign
3D Modeling	After Effects
Information Visualization	Premiere
Service Design	Processing

Design Research   Balsamiq
Contextual Inquiry   Flinto
Competitive Analysis   Principle
Interview & Survey   Axure
Focus Group   InVision
Usability Testing   Framer
Quantitative Analysis   Origami

Programming	Hardware
HTML/CSS/JavaScript	Leap Motion
Java	Arduino