



# HANYU GONG

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## EDUCATION

### Georgia Institute of Technology

M.S. in Human-Computer Interaction

May 2019 (Expected), Atlanta, GA

### Zhejiang University

B.A. Advertising

B.Eng. Industrial Design

July 2017, Hangzhou, China

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

## SKILLS

### Design

Information Architecture

Storyboarding

Wireframing

Prototyping

Visual Design

Motion Graphics & Videos

Information Visualization

Service Design

### Research

Contextual Inquiry

Competitive Analysis

Interview & Survey

Focus Group

Usability Testing

Quantitative Analysis

### Programming

HTML / CSS / JavaScript

Python / Java

## EXPERIENCE

### frog design

#### Interaction Design Intern

Dec 2018 - Dec 2018

Defined the interaction design system for a set of smart home appliances:

- Refined interaction flow and interfaces based on original products, including gestures, sounds, interface layouts, icons, and texts.
- Prototyped high-fidelity device interfaces with Framer.js.
- Moderated user testing sessions with the in-house design team of the client.

May 2018 - Oct 2018

Worked with a client from the automotive industry to redesign its retail service experience that would influence hundreds of stores across China:

- Created user archetypes & journey maps after conducting and synthesizing 50+ stakeholders and users interviews across 4 cities.
- Designed and prototyped digital endpoints including the desktop for service providers and the mobile app for customers.
- Led 7 simulation sessions and iterated service roadmap for implementation.

### Georgia Tech Sonification Lab

#### UX Designer/Researcher

Sept 2017 - April 2018

- 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.

### Tezign Information&Technology Co.

#### Product Design Intern

Tezign.com is a creative and marketing supplier platform and a data intelligence solution for creative management.

June 2016 - Sept 2016

- Designed the mobile product for startups who need VI designers, and rapidly iterated interactive prototypes through internal testings.
- Explored company website redesign to address the company's culture.
- Created a branding animation to tell Tezign's story.

### Fred & Farid Group

#### Strategy & Branding Intern

July 2015 - Sept 2015

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

## TOOLS

### Graphics

Photoshop

Illustrator

InDesign

### Animation

After Effects

Premiere

### Collaboration

Zeplin

### Prototyping

Sketch

Balsamiq

Principle

Axure

InVision

Framer.js

Processing

Arduino

## SIDE-PROJECTS

### Viva la Vida - Product Designer

May 2018 - present (Remote)

Leading the mobile product design of Viva la Vida, a global art experiment that encourages people to explore the meaning of life through drawings.

### The Intercept - Principal UX Designer

March 2018 - present

Leading the UX design of an online platform for communication between human-trafficking victims, survivors and relevant NGOs. The project was initiated by Georgia Tech students and is in collaboration with NGOs in Atlanta.