

WEI GONG

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EDUCATION

Carnegie Mellon University

Aug. 2019 | Pittsburgh, PA

M.S., Human-Computer Interaction

University of International Business and Economics

Jun. 2015 | Beijing, China

B.A., Spanish Language & International trade

SKILLS

Research

Contextual Inquiry
Usability Testing
Heuristic Evaluation
Affinity Diagram
Journey Mapping
Persona
Survey

Design

Storyboarding
Sketching
Wireframing
Prototyping
Interaction Design
Visual Design
Motion Design

Software

Figma
Framer
Principle
Unity
Illustrator
Photoshop
InDesign
After Effects
Premiere Pro

Code & Data

HTML & CSS
JavaScript
Python
R
SQL
Tableau
SPSS

LANGUAGE

Chinese | English | Spanish | Japanese

PROFESSIONAL EXPERIENCE

UX Designer 2 @ Microsoft

Mountain View, CA | April. 2024 - Present

- Led and managed multiple strategic projects aimed at enhancing the onboarding experience for Azure users, focusing on education and service discovery to drive increased activation and conversion rates.
- Created the Azure Quickstart Center, boosting **conversion from free trial to PAYG by 8.6%**.
- Shaped a simplified experience for Azure portal, covering key features like Dashboard, Global Search, All services, and Portal survey.
- Spearheaded initiatives within the Azure Copilot work stream to seamlessly incorporate Artificial Intelligence into the Azure portal, showcased at the Microsoft annual conference.
- Contributed significantly to Azure's design system, overseeing the development of the Azure Fluent extension and Azure Copilot web guidance. Ensured design consistency across diverse teams at Microsoft Azure.

UX Designer @ SAP

Palo Alto, CA | Feb. 2020 - April. 2022

- Defined the best practices for SAP Conversational UX through various projects including defining voice interaction behavior for business use cases, designing CUX UI components, establishing CUX design guidelines, etc.
- Provided end-to-end design solution for a live polling tool, enabling presenters at big conferences to collect real-time feedback from the audience.
- Worked on SAP Fiori design system to enhance its consistency, coherency, scalability, and accessibility.

Design Consultant @ Houghton Mifflin Harcourt

Pittsburgh, PA | Jan. 2019 - Aug. 2019 | CMU Capstone

- Designed and launched an online interactive video platform for second language learners, incorporating Automatic Speech Recognition
- Developed an authentic and immersive language environment where users could interact with instructional videos via voice input and receive feedback on their performance.

Product Designer @ JD Group

Shenzhen, China | Jul. 2015 - Jul. 2017

- Designed and implemented JD's first DSP Ad Platform for suppliers at JD.COM, enabling the purchase of internet ads on external websites.
- Designed and shipped JD's internal ad management system for ad operators to manage the advertisers and JD's advertising resources.
- Spearheaded the design of mobile websites to promote JD marketing campaigns on WeChat.