

# 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. 2022 - 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.