

# Yushi Gong

UX & Product Designer

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256 Phillip St, Waterloo, ON

## EXPERIENCE

### China Energy Net • UX Designer

Jan 2019 – Present, Remote

Conducted user-centered research and usability testing

Created wireframes, prototypes and task flows based on user needs

Collaborated with cross-functional team including project managers

and developers to create intuitive and user-friendly mobile app

Kept UX best practices up-to-date to improve product and business

### GES • Sr. Marketing Designer

April 2018 – Jan 2019, Sunnyvale USA

Defined visual design and UI elements for brand's official website

Worked with cross-functional teams to understand the business

process in order to design most effective customer experience

Created branding visual materials such as posters and brochures

### Haier • Product Designer Intern

Summer 2017, Qingdao China

Designed the experience and interaction for Haier Smart Home

Defined user model and created content strategy with stakeholders

Collaborated with team to explore and build effective solutions

### Oxbridge • Marketing Specialist Intern

Summer 2016, Beijing China

Developed marketing campaigns that increased brand awareness

Performed regular site visits, monitoring all on-going maintenance

Conducted market research to find consumer groups and needs

## EDUCATION

### University of Waterloo

Master of Arts in Digital Experience Innovation

Focus: UI/UX Design | Digital Marketing | Project Management

### University of Pittsburgh

Bachelor of Arts in Communication

Focus: Media Studies | Marketing | Advertising | PR

## SKILLS

### UX Design

Persona & Scenario

Information architecture

Interaction design

Wireframing

Visual Design

Prototyping

Journey Map

Data Visualization

### UX Research

Contextual Inquiry

Interview & Survey

Affinity analysis

Heuristic evaluation

Competitive analysis

Usability testing

## TOOLKIT

### Design tools

Figma, Sketch, Adobe XD

InVision, Photoshop, Illustrator

InDesign, Principle, Framer JS

Balsamiq, After Effects, Axure

### Programing tools

HTML, CSS, JavaScript, Java

Python, PHP, Vue, Angular,

React, Git, C, jQuery, SQL

## CERTIFICATIONS

User Experience Designer, LinkedIn

Front-End Web Developer, LinkedIn

IBM Design Thinking Practitioner

Google Ads Display Certification

Google Analytics Qualifications