

# Yushi Gong

UX/UI Designer

[www.yushigong.design](http://www.yushigong.design)

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256 Phillip St, Waterloo, ON

## EXPERIENCE

### China Energy Net • UX/UI Designer

Jan 2019 – Present, Beijing China

Designed wireframes and user interface of mobile app  
Conducted user research by online survey to explore user needs  
Designed interactive prototypes to assist front-end development  
Optimized product design continuously to enhance user experience

### GES • Digital Marketing Manager

April 2018 – Jan 2019, Sunnyvale USA

Designed and built the company's website from layout to content  
Created brand's online graphic design like brochures and videos  
Created and maintained online listing across e-commerce platforms  
Planned digital marketing campaigns including web, SEO/SEM, email, social media and display advertising

### Haier • Product Designer Intern

Summer 2017, Qingdao China

Led the design and strategy for eHaier for mobile app design  
Defined user model and created content strategy with stakeholders  
Designed high fidelity prototypes to assist front-end development

### Oxbridge • Marketing Specialist Intern

Summer 2016, Beijing China

Develop marketing campaigns that increase 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

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

### University of Pittsburgh

Bachelor of Arts in Communication

Skills: Media Studies | Marketing | Advertising | PR

## SKILLS

### Programming

HTML/CSS

JavaScript

Java

JQuery

Vue

Angular

React

WordPress

### Design

Figma

Sketch

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Premiere

Final Cut Pro

### Process

Graphic Design

Illustration

Interactive Design

User Research

Information Architecture

Market Research

Data Visualization

SEO/SEM

## CERTIFICATIONS

User Experience Designer, LinkedIn

Front-End Web Developer, LinkedIn

IBM Design Thinking Practitioner

Google Ads Display Certification

Google Analytics Qualifications