# Yushi Gong

UX/UI Designer

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## 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