# Yushi Gong

**UX/UI Designer**

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## EXPERIENCE

### Thales · Senior UX Designer
Jan 2022 – Present, Ottawa Canada
Improves the UX of digital product features by owning projects
Creates journey map, wireframes, and prototypes for products
Leads design sprints with Thales stakeholders and customers

### IBM · User Experience Designer
April 2021 – August 2021, Waterloo Canada
Capstone Project: Conducted user research and analyze industry trends within AI area and creates solution for AI ethics problem
Collaborated with the team to create persona, user journey map, wireframes and the ideal AI experience for the end users

### China Energy Net · UX Designer
Jan 2019 – April 2021, Remote
Conducted user-centered research and usability testing
Created wireframes, prototypes and task flow based on user needs
Collaborated with cross-functional team including project managers and developers to create intuitive and user-friendly mobile app

### GES · 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

## EDUCATION

### University of Waterloo
Master of Arts in Digital Experience Innovation
Focus: UI/UX Design l Digital Marketing l Project Management

### University of Pittsburgh
Bachelor of Arts in Communication
Focus: Media Studies l Marketing l Advertising l 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