

Yushi Gong

UX & Product Designer

www.yushigong.design

yushigong@gmail.com

256 Phillip St, Waterloo, ON

EXPERIENCE

IBM • User Experience Designer

May 2021 – Present, Waterloo Canada

Capstone Project: Conducted user research and analyze industry trends within AI area and created solution for AI ethics problem

Collaborated with the team to create persona, user journey map, wireframes and the ideal onboarding experience for the end user

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 • 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

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