

Yushi Gong

UX/UI Designer

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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