

WEI GONG

UX Designer

- 🏠 weigong.design
- ✉️ wgong2@andrew.cmu.edu
- ☎️ 412-519-6094

EDUCATION

Carnegie Mellon University

- Aug. 2018 - Aug. 2019 | Pittsburgh, PA
M.S., Educational Technology and Applied Learning Science (METALS)
Human Computer Interaction Institute
- Merit Scholarship Recipient

University of International Business and Economics

- Sep. 2011 - Jun. 2015 | Beijing, China
B.A., Spanish Language
- National Scholarship Recipient

SKILLS

Design

Interaction Design
Visual Design
Motion Design
Wireframing
Prototyping
Sketching

Research

Contextual Inquiry
Usability Testing
Heuristic Analysis
Affinity Diagram
Modeling
Data Analysis

Software

Sketch
Illustrator
InDesign
Photoshop
InVision
Axure
Principle

Programming

HTML
CSS
JavaScript
jQuery
Python
R

FREELANCE

- Worked as a Spanish interpreter & translator in China Import and Export Fair, Embassy of Chile to China, Institute of Cervantes, China Development Bank, and so on.
- Taught Spanish to more than 200 students in New Oriental Education & Technology Group as a teacher.

PROJECTS

World Language Program | Research Lead & UX Designer

Client: HMM | CMU Capstone Project Jan. 2019 - Present

- Leading the whole research process for the project to identify needs and use cases.
- Applied literature research, user research, and design methods to shape a user-centered technology-driven tool that creates an authentic learning environment for second language learners.
- Designing the wireframe and user interface.

VesselViz | UX Designer

Client: UPMC | CMU Project Jan. 2019 - May. 2019

- Applied research methods including shadowing, interviewing, and modeling to understand the experience and problems of patients with chronic disease.
- Applied learning theories into the concept generation and iteration.
- Designed and iterated a physical kit with a digital app that helps diabetes patients transform to healthy lifestyles

GoTracker | Design Lead

Client: Winchester Thurston School | CMU Project Aug. 2018 - Feb. 2019

- **Received iCorps funding from National Science Foundation.**
- Conducted 3 rounds of user research including 8 interviews, 1 contextual inquiry, and 1 survey, to understand different stakeholders' needs and identify the problems in project-based learning setting.
- Used various research methods including affinity diagram, diagnostic mapping and experience mapping to generate and refine the solutions to the problems.
- Iterated design of the product - a learning management system, from low-fi to high-fi prototype based on 3 rounds of user testing with 5 students and 2 teachers.

Nian | Interaction Designer

JD Project | Dec. 2015 - Jan. 2016

- Designed the rule and script of a gamification spread in Wechat for the purpose of propagating a marketing campaign of JD.
- Created the low-fi prototype and wireframe of the gamification.
- Collaborated with the graphic designer for visual identity decision and iteration.

RELEVANT EXPERIENCE

UX Designer | Open Learning Initiative

Apr. 2019 - Present | Pittsburgh, PA

- Conduct user study and user test to understand users' needs and painpoints for OLI's course authoring platform.
- Redesign OLI's course authoring platform to improve user experience.

Product Manager & Interaction Designer | JD.COM

Jun. 2015 - Jul. 2017 | Beijing & Shenzhen, China

- Established an Advertising Platform for merchants at JD.COM from ground-up including functions of advertising, real-time bidding and data report with over 1000 advertisers using it now. In charge of interaction design and coordination of the product.
- Collaborated with cross-functional teams – client services, operators, engineers and designers to gather feedback, understand advertisers' needs and optimize the product's functions.
- Spearheaded efficient planning and designing of the gamifications in Wechat for JD's online marketing campaigns. Each of the gamifications was viewed by more than 10 million users.