

WEI GONG

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EDUCATION

Carnegie Mellon University

Aug. 2019 | Pittsburgh, PA
School of Computer Science
M.S., Human Computer Interaction Institute

University of International Business and Economics

Jun. 2015 | Beijing, China
B.A., Spanish Language & Accounting

SKILLS

Research

Contextual Inquiry
Usability Testing
Heuristic Evaluation
Affinity Diagram
Journey Mapping
Persona
Survey

Design

Storyboarding
Sketching
Wireframing
Prototyping
Interaction Design
Visual Design
Motion Design

Software

Sketch
Adobe XD
InVision
Framer
Principle
Keynote
Figma
Balsamiq
Illustrator
Photoshop
InDesign
After Effects
Premiere Pro
Unity

Code & Data

HTML & CSS
JavaScript
• Bootstrap
• jQuery
• p5 & d3
• animejs
Python
R
SQL
Tableau
SPSS

LANGUAGE

English | Spanish | Chinese

PROFESSIONAL EXPERIENCE

Design Consultant @ Houghton Mifflin Harcourt

Pittsburgh, PA | Jan. 2019 - Present | CMU Capstone

- Designed and shipped an online interactive video platform that creates an authentic and immersive language environment for second language learners.
- Applying the Automatic Speech Recognition(ASR) technology and Voice User Interface(VUI) design principles, users can interact with the instructional videos via voice input and get feedback on their performance.

Ad Platform Product Designer @ JD Group

Shenzhen, China | Jul. 2016 - Jul. 2017

- Designed and shipped **JD's first Advertising Platform** for merchants at JD.COM to buy Internet ads on external websites, which can achieve functions of ad uploading, pricing, targeting, and data report.
- Designed and shipped JD's internal advertising management system for ad operators to manage the advertisers and JD's advertising resources.

Marketing Tool Product Designer @ JD Group

Shenzhen, China | Jul. 2015 - Jul. 2016

- Spearheaded the design of mobile websites embedded in Wechat for the purpose of promoting marketing campaigns of JD.
- One of the mobile websites, Nian, achieved more than **10 million pageviews within 3 weeks** and was selected one of the most successful marketing campaigns of JD in 2016.

Visual Design Intern @ Nielsen

Beijing, China | Aug. 2014 - Dec. 2014

- Designed innovative infographics and illustrations to visualize Nielsen's market research reports for its social media platforms including Wechat and Weibo which have more than 1 million followers.
- Designed publicity materials including brochures, handouts, newsletters, posters, and other documents.

PROJECTS

Habit Formation App & Toolkit

Client: UPMC | Pittsburgh, PA | Jan. 2019 - May. 2019

- Designed a digital app with a physical kit that helps diabetes patients manage the disease and transform to healthy lifestyles after they are discharged from the hospital.

Learning Management System

Client: Winchester Thurston School | Pittsburgh, PA | Aug. 2018 - Feb. 2019

- Designed a learning management system for project-based learning (PBL) courses, which can help students keep track of their learning goals, better collaborate with their team members, and get fair grade in the end.
- Took part in venture competitions and **received iCorps funding from National Science Foundation.**