

# 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 - Aug. 2019 | 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.

### WeChat Marketing Interaction Designer @ JD Group

Shenzhen, China | Jul. 2015 - Jul. 2016

- Spearheaded the design of mobile websites for the purpose of promoting marketing campaigns of JD on WeChat.
- 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.**