

Johnny Gong | Product Designer

Work Experience

User Experience Design Intern | GE Appliances

May. 2019 - Aug. 2019, Louisville KY, USA

- Working closely with cross-functional teams, increased the usability scale of Cafe dip coffee maker by 20% and determined the final physical interface by 3 iterations of digital prototyping/testing with Javascript
- Proposed strategic design directions for future IoT laundry stain removal experience within the UX team
- Advocated accessibility for GE wall oven by organizing interviews with American Printing House for the Blind and synthesizing results with human factor researchers

Visual Designer, Full-Time | EICO Design

Sep. 2016 - Mar. 2017, Beijing China

- Identified user interaction patterns and created interactive UI components and motion design for Kejian mobile VR (client)
- Collaborated with project manager, created UI design and complement exhaustive visual design guidelines for Qizhi security audit system (client)
- Rebranded Ttpai.com, and EICO design by logo and web design

UX/UI Design Intern | GoldMoreFund Internet Financial Services Inc.

Jul. 2015 - Apr. 2016, Shenzhen China

- Built the first version of icon library and UI design guidelines, promoted UI design consistency and productivity of the product design and management team.
- Created the landing page, login page, marketing campaigns html5 pages and empty states for the financial services product, gained the first group of users on the market.
- Coordinating with product lead, optimized the purchase process by integrating multiple payment options including Wechat Pay, Alipay, credit/debit card etc.

Projects

Product Designer | Genda Friends Toolkit

Aug. 2020 - Dec. 2020, Bloomington USA

- Created a toolkit concept to increase gender awareness, education, and equality for college students by conducting participatory design workshops with 50+ participants

Experience Designer | Salesforce, Marketing Cloud

Sep. 2019 - Dec. 2019, Bloomington USA

- Delivered a concept design (storyboard) of promoting confidence with materiality facilitated collaboration integrated in robots
- Led mapping, competitive analysis and brainstorming sessions with a focus on building marketer's confidence on organizing campaign assisted by AI

Product Designer | Sketchicon, CHI 2019

Oct. 2018 - Jan. 2019, Bloomington USA

- Designed a miniature interactive projection device to facilitate visual communication in the face of a language barrier
- Planned and led three semi-structured interviews and role-playing scenarios to investigate the patterns of crosslinguistic communication

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Education

M.S. in Human Computer Interaction Design

Indiana University

Aug. 2018 - Dec. 2020

Bloomington, IN, USA

B.E. in Microelectronics Science and Engineering

Southern University of

Science and Technology

Aug. 2012 - Jul. 2016

Shenzhen, China

Skills

Contextual Inquiry
Customer Journey Map
Participatory Design
Co-design Workshop
Persona, Storyboarding
Usability Testing
Wireframing, Data Visualization
Walking Probe, Design Toolkit
Branding, 3D Modeling

Tools

Sketch, Figma
InVision, Blender
After Effects
iMovie, Principle
Adobe Creative Suite
Sublime

Programming

C++, Matlab, HTML, CSS
JavaScript