

Yushi Gong

UX/UI Designer

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EXPERIENCE

Thales • Senior UX Designer

Jan 2022 – Present, Ottawa Canada

Improves the UX of digital product features by owning projects
Creates journey map, wireframes, and prototypes for products
Leads design sprints with Thales stakeholders and customers

IBM • User Experience Designer

May 2021 – August 2021, Waterloo Canada

Capstone Project: Conducted user research and analyze industry trends within AI area and creates solution for AI ethics problem
Collaborated with the team to create persona, user journey map, wireframes and the ideal AI experience for the end users

China Energy Net • UX Designer

July 2019 – April 2021, Beijing China

Conducted user-centered research and usability testing
Created wireframes, prototypes and task flow based on user needs
Collaborated with cross-functional team including project managers and developers to create intuitive and user-friendly mobile app

GES • Marketing Designer

April 2018 – Jan 2019, Sunnyvale USA

Defined visual design and UI elements for brand's official website
Worked with cross-functional teams to understand the business process in order to design most effective customer experience
Created branding visual materials such as posters and brochures

EDUCATION

University of Waterloo

Master of Arts in Digital Experience Innovation

Focus: UI/UX Design | Digital Marketing | Project Management

University of Pittsburgh

Bachelor of Arts in Communication

Focus: Media Studies | Marketing | Advertising | PR

SKILLS

UX Design

Persona & Scenario
Information Architecture
Interaction design
Wireframing
Visual Design
Prototyping
Journey Map
Data Visualization

UX Research

Contextual Inquiry
Interview & Survey
Affinity analysis
Heuristic evaluation
Competitive analysis
Usability testing

TOOLKIT

Design tools

Figma, Sketch, Adobe XD
InVision, Photoshop, Illustrator
InDesign, Principle, Framer JS
Balsamiq, After Effects, Axure

Programming tools

HTML, CSS, JavaScript, Java
Python, PHP, Vue, Angular,
React, Git, C, jQuery, SQL

CERTIFICATIONS

User Experience Designer, LinkedIn
Front-End Web Developer, LinkedIn
IBM Design Thinking Practitioner
Google Ads Display Certification
Google Analytics Qualifications