YIAN GONG

A **UX designer / Product designer** with a professional background in cognitive science who creates accessible and user-friendly designs by resonating with users' behaviors and perceptions.

WORK EXPERIENCE

Mimik Studio / UI&UX Design Intern

Sep 2023 - Jan 2024, Remote

- Crafted the high-fidelity prototype for software development by implementing and leading the creation of the design system, including the color palette, typography, and components library using Figma
- Designed the company's landing page, which attracted 150 unique visitors, as well as other marketing materials, such as slide templates and promotional flyers, using Figma and Adobe Illustrator

enFocus Inc. / Innovation Intern

May 2023 - July 2023, South Bend Indiana

- From 0 to 1, designed the prototype with 5 main features for a speech transcription software Mimik, targetting speech disorder patients using Figma
- Led the testing session by drafting a testing protocol and testing the prototype with 7 participants for feature validation

Youloft Tech. / Product Management & Design Intern

Feb 2022 - Mar 2022, Chongqing China

- Communicated with 893 users' feedback for a response time of 80 hrs
- Analyzed users' feedback into 10 weekly design suggestion reports
- Increased the download rate for a watermark application by 10% through the collaborative design of two features with PMs, engineers, and a UI designer

Cloud Minds Co., Ltd / UX Design & Product Management Intern

June 2021 - Sep 2021, Beijing China

- Led design of user scenarios, workflow, and prototype for a new delivery robot using Axure and Figma
- Collaborated with PMs and the R&D department to conduct 10 product tests for a new virtual robot and identified 12 feature improvement suggestions

PROJECTS

City of Dearborn - Permit Application / UX Designer & Researcher

Jan 2023 - Apr 2023, Ann Arbor Michigan

- Interviewed 8 city residents and 4 government officials to understand the user obstacles about permit application
- Designed workflows and iterative prototypes for an online service portal and website redesign using Figma
- Presented at a civic exposition and received feedback and recognition from 20+ stakeholders with an average score of 6.4 out of 7

GPO - GovInfo.gov Usability Evaluation / UX Designer & Researcher

Jan 2023 - Apr 2023, Ann Arbor Michigan

- Interviewed 4 targeted users and created 200 affinity notes using Miro to understand the user needs and expectations
- Designed surveys, collected 100+ responses using Quatrics for qualitative analysis, and conducted heuristic evaluations along with 6 usability tests
- Presented design recommendations at the Spring 2023 Depository Library Council Meeting

---

www.yian-works.com
734-596-5272
gyian@umich.edu
Linkedin

EDUCATION

University of Michigan
MS in Information,
focus in User Experience Design
Sep 2022 - PRESENT

- GPA: 4.0/4.0

University of California, San Diego
BS in Cognitive Science,
focus in Design and Interaction
Sep 2018 - Dec 2021

- GPA: 3.78/4.0

SKILLS

Desgin Softwares

Figma, Miro
Adobe XD, Axure,
Sketch, Illustrator,
Indesign, Photoshop
Balssamiq

UX Skill Sets

Surveying, Interviewing
Competitive Analysis
User Persona
Storyboards
User Flows, User Journeys
Affinity Mapping
Sketches, Wireframes
Prototyping
Design Systems
Heurstic Evaluation

Programming

HTML, CSS, Javascript
React
Python, Java