

Hello, I'm

HANYU GONG

An Experience Designer

“ I help human and machine talk to each other. ”

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Georgia Institute of Technology
M.S. in Human-Computer Interaction
May 2019, Atlanta, GA

Zhejiang University
B.A. Advertising
B.Eng. Industrial Design
July 2017, Hangzhou, China

- National Scholarships | Top 0.2%
- Outstanding Graduate | Top 1%

SimpliSafe // Digital UX Designer, July 2019 - Present

SimpliSafe Digital Product Design System, Mobile App

- Build SimpliSafe mobile design system from scratch, helping product team and engineering team to design with consistency and develop at scale.

Device Onboarding Experience, Hardware to Software

- Design device onboarding experience, guiding different type of customers to set up hardware easily and understand how the security system works.
- Work with researchers to synchronize customers and stakeholders needs via user studies.

Home Security System Daily Management, Mobile App

- Redesign welcoming dashboard and boost monitoring service subscriptions. Activation click rate increased by 17% in preliminary testing.
- Optimize camera troubleshooting experience in app, reducing pressure on customer support team and increasing customer NPS score.

One Heart Health // Voluntary UX Designer, Mar - Aug 2019

Designed the Beta Android App that helps local doctors to collect children's heart sounds, consult cardiologists in the US and make early diagnosis of heart diseases in children who live in low resource areas.

frog Design // Interaction Design Intern, May - Oct, Dec 2018

Xiaomi Home Appliances Interaction Design System, IoT Interface

- Refined consistent interaction flow for Xiaomi's smart home appliances family.
- Prototyped high-fidelity device interfaces with Framer.js and moderated user testing sessions with the in-house design team of the client.
- Drafted a comprehensive design language system guide for Xiaomi's existing product refinement and future product innovation.
- Two products launched in 2019 with the new design system.

Automotive Retail Experience, Service Design

- Created user archetypes & journey maps after conducting and synthesizing 50+ stakeholders and users interviews across 4 cities, convincing the client of our strategy.
- Designed and prototyped digital endpoints including the desktop for service providers and the mobile app for customers.
- Led 7 simulation sessions and iterated service roadmap for implementation.

Tezign // Product Design Intern, June - Sept 2016

Tezign.com is a creative and marketing supplier platform and a data intelligence solution for creative management.

- Designed the mobile product for startups who need VI designers, and rapidly iterated interactive prototypes through internal testings.
- Created a branding animation to narrate the mission and culture of the company. The video earned recognition from company executives and helped to onboard new employees.