

Wenjun Gong

Product Designer

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EXPERIENCE

■ Xiaohongshu (rednote) / Product Design Intern

Product Design Team | Jun – Sep 2026

- Co-led end-to-end design for a consumer fitness app, translating insights from research with 1,600+ participants into core user flows and shipping the first release with product and engineering.
- Designed interaction flows and UI for conversational onboarding, daily plans, guided workouts, and progress feedback, translating workout metrics into relatable everyday comparisons.
- Co-developed AI-assisted motion prototyping and handoff tools, enabling interaction-state previews and animation-spec exports for engineering.
- The app reached the Top 20 in China's App Store Health & Fitness category within 10 days and averaged 2,200+ DAU in its first full week. Used behavioral data and user feedback to prioritize post-launch improvements.

■ Netflix x SCADpro / UX Designer

Sponsored Project (NDA) | Jan – Mar 2026

- Interviewed 8 Netflix stakeholders and synthesized 200+ research data points to identify workflow gaps in the experience of external game-development partners.
- Designed service flows and system-level concepts addressing information visibility and collaboration gaps, using developer journeys and stakeholder maps to inform concept evaluation.

■ vivo Mobile Communication Co., Ltd. / Industrial Designer

X & S Series Team | Jul 2021 – Oct 2022

- Led product definition and industrial design for vivo S15 and S16, translating user and market insights into product and CMF(color, material, and finish) direction.
- Led development of a patented "water-ripple" finish from concept through manufacturing, then adapted the process for S16.
- Partnered with engineering, supply chain, and marketing to balance design intent, cost, and manufacturability for million-unit production.

SUMMARY

Product designer with experience turning user insights into shipped digital and physical products, from early-stage concept development through launch and large-scale delivery.

EDUCATION

Savannah College of Art and Design

MA Service Design

Expected Dec 2026 | Savannah, GA

China Academy of Art

BA Product Design

Sep 2017 - Jun 2021 | Hangzhou, China

SKILLS

Product Design:

Product Strategy & Definition, Interaction Design, Visual Design, Information Architecture, Prototyping, Design Systems

Research:

User Interviews, Observational Research, Usability Testing, Affinity Mapping, Journey Mapping, Service Blueprinting

Tools & AI:

Figma, Claude, Cursor, OpenAI Codex, Adobe Creative Suite; AI-assisted Prototyping and Rapid Validation