

WEI GONG

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EDUCATION

Carnegie Mellon University

Aug. 2019 | Pittsburgh, PA

M.S., Human-Computer Interaction

University of International Business
and Economics

Jun. 2015 | Beijing, China

B.A., Spanish Language & International trade

SKILLS

Design Leadership

End-to-end UX ownership
Strategic problem framing
Cross-functional alignment

Design & Research

Interaction Design
Motion design
Visual design
Design system
Usability testing
Mixed-methods research

Technical

HTML
CSS
JavaScript
AI prototyping tool

PROFESSIONAL EXPERIENCE

Senior UX Designer @ Microsoft

Mountain View, CA | April. 2022 - Present

- Led multiple cross-org initiatives to redesign Azure's onboarding and education experiences, helping new users discover services and reach first value faster across a highly complex cloud platform.
- Designed and launched **Azure Quickstart Center**, a centralized onboarding hub, increasing **free-trial to PAYG conversion by 8.6%** and becoming a core entry point for new Azure users.
- Simplified high-traffic Azure portal surfaces including **Dashboard, Global Search, and All Services**, reducing cognitive load and improving navigation for both new and returning users.
- Drove UX strategy within the **Azure Copilot** workstream, defining interaction patterns for AI-assisted discovery and task completion; work was showcased at Microsoft's annual developer conference.
- Core contributor to **Azure's design system**, leading the Azure Fluent extension and Copilot web guidance to ensure consistency across dozens of teams and AI-powered experiences.
- Partnered closely with PM, engineering, data science, and research to align design decisions with business metrics, technical constraints, and long-term platform strategy.

UX Designer @ SAP

Palo Alto, CA | Feb. 2020 - April. 2022

- Defined **conversational UX best practices** across SAP, including voice interaction behaviors, reusable CUX components, and design guidelines adopted by multiple product teams.
- Designed end-to-end conversational and voice experiences for SAP's digital assistant, focusing on enterprise workflows such as HR and task-based interactions.
- Led the UX design for a **live polling platform** used at large conferences, enabling presenters to collect real-time audience feedback at scale.
- Contributed to the **SAP Fiori design system**, improving consistency, scalability, and accessibility across enterprise products.

Design Consultant @ Houghton Mifflin Harcourt

Pittsburgh, PA | Jan. 2019 - Aug. 2019 | CMU Capstone

- Designed an **interactive learning platform** integrating ASR-based feedback, translating complex educational interactions into intuitive user experiences.

Product Designer @ JD Group

Shenzhen, China | Jul. 2015 - Jul. 2017

- Designed JD.com's first **DSP advertising platform** for suppliers, enabling self-serve purchasing of ads across external channels.
- Designed and shipped JD's internal ad management system, supporting advertisers and operators in managing campaigns and ad inventory.
- Led mobile web experiences for major marketing campaigns on **WeChat**, collaborating closely with marketing and brand teams.