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Dr. GONG is an associate professor at the School of Design, Jiangnan University. He currently serves as a member of the Faculty Administrative Committee and as the director of the DESIS Lab. Previously, he was the vice dean for postgraduate and international relations. His research interests focus on Strategic Design for Sustainability, Service Design for Social Innovation, and Cultural Tracing and Creation. As one of the founding members of the DESIS network, he has been deeply involved in Design for Social Innovation since his PhD study under Prof. Ezio Manzini. In recent years, he has developed a keen interest in exploring the sustainable values and wisdom embedded in the orthodoxy of traditional Chinese culture, particularly in Pre-Qin Chinese Classics.

Over the past fifteen years, Dr. GONG has actively promoted new networks, platforms, and internationalization efforts to cultivate innovative design cultures, demonstrating strong educational leadership and international impact. Currently he is a member of Cumulus Executive Board (2022-2025), a member of International Coordination Committee of DESIS network (since 2009), co-coordinator of DESIS-China and the Chair of annual Jiangnan University DESIS symposium (2010-2024). He is one of founders of China Design Research PhD Colloquium (since 2015) and China Service Design Education Alliance (Since 2016). He is board member of international journals such as DIID (Since 2014) in Italy and JoDS (Since 2025) in USA. Previously, he was a key member of academic team for Jiangnan University Redesign Design Education conferences (2012-16), the Chairs of annual international DESIS symposium (2010-24), a member of expert committee of China Academy of Engineering major project Innovation Design Development Strategy (2013-16) and a guest researcher of The Hong Kong Chinese University Shenzhen (2019-2023).

Dr. GONG has published over 80 peer-reviewed academic papers in conferences and journals and serves as a reviewer for several international design conferences and journals. Over the years, he has been speaker for many conferences (DESI, Cumulus, WDCC, REDE, LeNS, CSDEA and etc.). He has been visiting professors for a number of universities over the world. Dr. Gong has rich industrial collaboration focusing on key competitiveness building by design innovation including industrial design, interaction design, service design and strategic design. He also incubated Keyihui Social Design Lab, a leading social enterprise for empowering the peoples with intellectual disabilities since 2012.

He completed his PhD in design at Politecnico di Milano in collaboration with MIT. Prior to this, he obtained his BEng, MA, and MDS degrees from Nanjing University of Science and Technology, Wuxi University of Light Industry, and Politecnico di Milano, respectively.