

# CATHERINE GU

cgu@ucsd.edu | (858) 602-9728 | <https://www.linkedin.com/in/catherine-gu-3091ba25a/>

Design Portfolio: <https://catherinegu16.github.io/COGSPortfolio/>

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## EDUCATION

### UNIVERSITY OF CALIFORNIA – SAN DIEGO

B.S., Cognitive Science w/ Specialization in Design and Interaction

Sept 2020-Jun 2023

- GPA: 3.99
- Provost Honors

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## EXPERIENCE

### KINOYUME WEB REDESIGN PROJECT, San Diego, CA

Jan 2023-Mar 2023

#### Project Manager

- Developing a **front-end Figma design** for client (Kinoyume Sushi & Grill)
- Managed deadlines and split workload among group members
- Worked through the design process in **user research, user interviews, competitive analysis, wireframing, prototyping**
- Facilitated conversation with client

### SANITATION DESIGN PROJECT, San Diego, CA

Mar 2022-Jun 2022

#### UX Researcher

- Conducted **ethnographic studies**
- Identified problem space that was most critical for UCSD campus
- Interviewed potential stakeholders and **created storyboards to simulate potential scenarios** for our solution
- Developed lo-fi prototypes on Figma and Procreate
- Conducted **AB Testing** to determine which designs were most liked by stakeholders

### FIDELITY TALENT SOURCE LLC, Remote

Feb 2022-Present

#### Data Entry Associate

- Accurately identified emotions in recorded customer calls through tone and content
- Annotated calls into Fidelity database
- Identified user intent in chatbot customer responses
- Provided annotated samples to refine accuracy of Fidelity answering bot

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## SKILLS & ACTIVITIES

- **Design Tools:** Figma, Miro
- **Coding:** Java, Python, HTML + CSS
- **Design Skills:** Sketching, Wireframing Storyboarding, Low-fidelity & High-fidelity Prototyping
- **Research:** Descriptive & Inferential Statistics, Competitive Analysis, Surveys & Interviews, User Personas, A/B Testing, Usability Testing
- Hobbies: Club Tennis, Basketball, Hiking, Playing violin
- Conversational Chinese speaker