CATHERINE GU

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EDUCATION

UNIVERSITY OF CALIFORNIA – IRVINE
Masters, Human Computer Interaction   **Sept 2023-Present**

UNIVERSITY OF CALIFORNIA – SAN DIEGO
B.S., Cognitive Science w/ Specialization in Design and Interaction   **Sept 2020-Jun 2023**
- Summa Cum Laude | GPA: 3.99

EXPERIENCE

NEOBOARD UI/UX INTERNSHIP, San Diego, CA   **Apr 2024-Jun 2024**
UI/UX Intern
- Created and implemented design system into existing prototype
- Coordinated with other interns to collaborate in design work
- Used advanced Figma techniques such as frames and components to layout prototype

LINKEDIN REDESIGN PROJECT, San Diego, CA   **Jan 2024-Mar 2024**
UX Designer, UX Researcher
- Identified breakdowns in user flows using **cognitive walkthrough**, **competitive analysis**
- Redesigned Jobs pages and added new features
- Conducted quantitative and qualitative user testing to check hypotheses and test designs
- Presented final designs and work process

UCSD PROTOLAB INTERNSHIP, San Diego, CA   **Jun 2023-Aug 2023**
Undergraduate Researcher
- Conducted **qualitative analysis** by coding 600+ large scale prompts and reflection
- Designed **formative studies** to test prototypes
- Conducted **pilot studies** to test out procedures

KINOYUME WEB REDESIGN PROJECT, San Diego, CA   **Jan 2023-Mar 2023**
Project Manager
- Developed a **front-end Figma design** for client (Kinoyume Sushi & Grill)
- Worked through the design process in **user research, user interviews, competitive analysis, wireframing**
- Managed deadlines, split workload among group members, and facilitated conversation with client

FIDELITY TALENT SOURCE LLC, Remote   **Feb 2022-Feb 2024**
Data Entry Associate
- Accurately identified emotions in recorded customer calls through tone and content
- Provided annotated samples to refine accuracy of AI answering bot

SKILLS

- **Design Tools**: Figma, Miro, Illustrator, Lightroom, Procreate
- **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