CATHERINE GU

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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

EXPERIENCE

KINOYUME WEB REDESIGN PROJECT, San Diego, CA   **Jan 2023-Mar 2023**
Project Manager
- Developed 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 low-fidelity prototypes on Figma and Procreate
- Conducted **AB Testing** to determine which designs were most liked by stakeholders
- Iterated designs and created final prototype

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