

CATHERINE GU

catheg3@uci.edu

catherinegu16.github.io/COGSPortfolio/

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
• Summa Cum Laude | GPA: 3.99

Sept 2020-Jun 2023

EXPERIENCE

LINKEDIN REDESIGN PROJECT, San Diego, CA
UX Designer, UX Researcher

Jan 2023-Mar 2023

- 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
Undergraduate Researcher

Jun 2023-Aug 2023

- 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
Project Manager

Jan 2023-Mar 2023

- 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

SANITATION DESIGN PROJECT, San Diego, CA
UX Researcher

Mar 2022-Jun 2022

- Conducted **ethnographic studies**
- Interviewed potential stakeholders and **created storyboards** to simulate potential scenarios
- Developed low-fidelity prototypes on Figma and Procreate
- Conducted **AB Testing** to determine which designs were most liked by stakeholders

FIDELITY TALENT SOURCE LLC, Remote
Data Entry Associate

Feb 2022-Feb 2024

- 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