# CATHERINE GU

catheg3@uci.edu        catherinegu16.github.io/COGSPortfolio/

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## EDUCATION

**UNIVERSITY OF CALIFORNIA – IRVINE**
**Masters, Human Computer Interaction and Design**                                        **Aug 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

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## EXPERIENCE

**NEOBOARD, San Diego, CA**                                                                          **Apr 2024-Present**
**UI/UX Designer – Product Manager Intern**
- Created and implemented design system into existing prototype
- Designed and implemented automation workflows to enhance integrations between educational and communication platforms (i.e. Canvas and Gmail) catered to both students and educators
- Used advanced Figma techniques such as frames and components to layout prototype
- Facilitated weekly sync meetings to coordinate projects and distribute assignments to boost team efficiency

**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

**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

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## SKILLS

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