CATHERINE GU

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

EDUCATION

UNIVERSITY OF CALIFORNIA – IRVINE
M.S., 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

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)
- Managed deadlines and split workload among group members
- Worked through the design process in **user research, user interviews, competitive analysis, wireframing**
- Facilitated conversation with client

SANITATION DESIGN PROJECT, San Diego, CA   **Mar 2022-Jun 2022**
UX Researcher
- 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   **Feb 2022-Feb 2024**
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

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