

# Celine Nguyen

## Product Designer

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Thanks!

### BACKGROUND

Celine is a experienced design leader with a proven track record in product design, marketing, event coordination. Successfully developed a design system that boosted user engagement by 35%. Aiming to apply my expertise in product design to help a dynamic company drive innovation and achieve its growth objectives.

### EXPERIENCE

#### UCSD Design Lab, **Product Designer**

OCT 2023 - JUN 2024

Enhanced clinician efficiency by improving the usability of a pupillary assessment app, reducing cognitive load by 20% through intuitive interface design and collaboration with UCSD Design Lab's Engineering Team.

#### Inspirame, **Product Design Intern**

MAY 2023 - DEC 2023

Increased user engagement by 35% and platform adoption by 15% within five months by developing comprehensive design guidelines and centralizing use cases for Inspirame's Design System.

#### Multi-Identity Art Collective, **Website Designer**

DEC 2023 - MAR 2024

Boosted online event registrations by 40% and membership sign-ups by 25% by leading a website redesign for a UCSD art collective, aligning creative processes with business goals.

#### Triton Gaming, **Event Coordinator**

OCT 2022 - JUN 2024

Increased event participation by 10% and social media engagement by 40% by managing gaming events with over 1000 attendees and collaborating with partners like Razer, MSI, and the marketing director.

### EDUCATION AND AWARDS

#### UC San Diego

B.S. Design & Interaction

Graduated 2024 with Provost Honors

#### 2024 CSI Award: Outstanding Marketing Plan

Recipient of the 2024 marketing excellence award for the most outstanding, and effective marketing plan for any type of event.

### PROJECTS

#### [FACEIT Client Portal](#)

Enhanced user engagement by 25% by conceptualizing and designing improvements for an esports client portal over 3 months, focusing on intuitive navigation and feature accessibility.

#### [Spotify Listen Along and Friends Screen](#)

Enhanced user interaction and social engagement by designing the "Listen Along" concept feature for Spotify, facilitating real-time, synchronized music listening for users, with the potential to boost social feature engagement by 15%.

#### [Allbirds Landing Page](#)

Boosted summer sales conversion rate by 33% by redesigning a landing page for a sustainable shoe brand, focusing on visual appeal and user experience.

### SKILLS

**Tools:** Figma, Sketch, Adobe XD, Spline, Miro

**Programming:** HTML, CSS, JavaScript, React, Python

**UX/UX Design & Research:** User Research, Product Thinking, Content Strategy, Prototyping, Usability Testing, Information Architecture, Wireframing, Storyboarding, Visual Design. Customer Engagement Metrics