Celine Nguyen

Product Designer

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EXPERIENCE

UCSD Design Lab, **Product Designer**

OCT 2023 - JUN 2024

- Collaborated with cross-functional teams to design and develop a pupillometry eyepiece-building app.
- Reduced eyepiece-building error rates by 50% by implementing a video tutorial feature in the app.
- Conducted usability testing with 10 users to assess app efficacy and identify pain points, leading to targeted improvements in the prototype.

Inspirame, **Product Design Intern**

MAY 2023 - DEC 2023

- Increased design consistency by 40% across all TecoAdmin products by developing and maintaining a comprehensive design system, leading to a 20% reduction in development time.
- Developed and integrated an agenda management system into Inspirame's platform, driving user engagement up by 35% and increasing platform adoption by 15% within five months.

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

DEC 2023 - MAR 2024

- Redesigned and enhanced the website for an art organization, improving user engagement and increasing event registrations by 40%.
- Conducted competitive analysis and developed a creative brief that clearly aligned client objectives with actionable deliverables, streamlining the project execution.

Triton Gaming, **Event Coordinator**

OCT 2022 - JUN 2024

- Managed large scale gaming events, increasing participation by 10% and boosting social media engagement by 40% through strategic marketing and partnerships.
- Created strategic floor plans and event schedules to optimize attendee experience and streamline event operations.

EDUCATION AND AWARDS

UC San Diego

B.S. Design & Interaction

Graduated 2024 with Provost Honors

Relevant Coursework

Practicum in Pro Web Design, Interaction Design, Research Methods, Statistical Analysis, Modeling & Data Analysis, Social Research.

2024 CSI Award: Outstanding Marketing Plan

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

PROJECTS

FACEIT Client Portal [View Prototype]

Designed and prototyped a client portal for an esports platform, improving user engagement through intuitive navigation and consistent branding.

Allbirds Landing Page [View Prototype]

Redesigned a responsive landing page for a sustainable shoe brand, optimizing user flow to increase conversion rates.

Spotify Friends Screen [View Prototype]

Conducted user research and designed the "Listen Along" feature for Spotify, improving social interaction and synchronized music experiences across devices.

SKILLS

Design Tools: Figma, Sketch, Adobe XD, InVision.
Prototyping & Interaction Design: Hi-Fi Mockups, Interactive Prototypes, User Flows, Information Architecture.
UX/UI Design: Wireframing, Design Systems, Responsive Design, Inclusive Design, Accessibility Design.
Research: User Interviews, Surveys, Usability Testing, Competitive Analysis, Journey Maps, Task Analysis.
Programming: HTML, CSS, JavaScript, Python.