Caleb Sun

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Education

Carnegie Mellon University

August 2021 — May 2025
Bachelor of Design and Human-Computer Interaction
Dean's List 2021, 2022, 2023, Student Merit Award
GPA: 3.93

Experience

CSL Behring ↗

UX/UI Design Contractor | September 2023 — Present
UX/UI Design Intern | June — August 2023

- Collaborated with a team of four designers to reconstruct the CSL Plasma Digital Experience design system, prioritizing accessibility standards and consistency with wider organization branding standards.
- Conducted a comprehensive audit of current digital products, documenting past work while enhancing and crafting fresh UI flows for Plasma's digital experiences in a cross-functional SCRUM team.
- Took the lead in a significant redesign initiative aimed at enhancing and simplifying the design workflow.
- Orchestrated the preparation of resources for CSL's inaugural in-house usability testing trials, laying the foundation for robust user testing methodologies.
- Pioneered the introduction of generative research techniques into user research practices.
- Evaluated and enhanced the scalability of the Plasma design system and component library, ensuring long-term viability and development workflow.

Samsung Spatial Project

Visual Design Contractor | August — September 2023

- Created iconography and representative illustrations that combined research findings with client's visual style. Further details about this project are protected under NDA.

Freelance Brand/Web Design Projects

Freelance Designer | February 2023 — Present

- Designing compelling logos and scalable branding systems that negotiate target demographic tastes with client needs in a variety of industries, including consulting groups, small businesses, and nonprofits.
- Creating branded materials with a focus on usability by client. Designing and developing company website with an emphasis on feasibility of maintainance by client.

Other

CMU User Experience Association

Co-VP of Content | May 2023 — Present

- Collaborated with UXA board to enhance and iterate upon the existing newsletter format and delivery methods, resulting in a 30% boost in readership over 4 months.
- Conducted interviews with numerous UX professionals to gather insights and expertise.
- Authored and meticulously edited content for the newsletter, consistently meeting tight deadlines.
- Designed a thumbnailing system for newsletter publication that aligned seamlessly with the broader organizational branding objectives.

CMU Project Smile

Design Lead | August 2022 — Present

- Lead redesign project to bring a fresh style for a wellness club. Crafted social media marketing content according to brand guidelines. Designed website.

Skills

Software

Figma, Adobe Creative Suite, Webflow, HTML/CSS, Miro, Solidworks, Microsoft Office Suite, Jira/Confluence

Research

Persona building, wire-framing, generative research, usability testing, user interviews, design-developer handoff

Design

Motion design, brand design, branded experiences, logo design, design systems, graphic design, print design, type design