

# celine nguyen

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## experience

### **Freelance, Game UX Researcher**

June 2024 – Present

Playtesting, user interviews, surveys, and strategy for indie game developers

- **Playtesting:** Resolved gameplay mechanics and usability issues by executing explorative playtesting sessions, accelerating development and moved the projected release date up by 3 months
- **UX Optimization:** Delivered actionable insights that reduced onboarding friction by 80%
- **Research Strategy:** Created a user-centric research strategy that synthesized data from 10+ player interactions; strategic insights directly influenced game aesthetics and functionalities, resulting in a notable enhancement of the overall user experience
- **Data Analysis:** Led in-depth analysis of player behavior data across 2 different titles, pinpointing critical trends which led to targeted enhancements that increased overall player retention by an average of 15 hours per month

### **UCSD Design Lab, Research Assistant**

Oct 2023 – June 2024

Interdisciplinary design studio focused on addressing complex problems facing society

- **Usability Testing:** Led and executed usability testing sessions with 10 users for a pupillometer and the accompanying app, identifying key user pain points and improving user flow, reducing average task completion time by 50%
- **Data Analysis:** Analyzed user feedback and testing results, providing actionable insights that informed design decisions, increasing overall user satisfaction by 90%

### **Inspirame, UX Research Intern**

May 2023 – Dec 2023

Sacramento tech start-up building innovative education management systems for business partners.

- **UX Audit & Improvement:** Achieved a 75% increase in user retention for the data & management platform by identifying critical UX issues, leading to more efficient user navigation and data interaction
- **Business Opportunity Discovery:** Identified a new use case for one of our products, which secured \$50,000 in grant funding for Inspirame's business partners by aligning the product's capabilities with their strategic goals.
- **User Interviews:** Led targeted clients interviews and translated research findings into insights that expanded Inspirame's industry partners by 200%
- **Cross-Functional Collaboration:** Coordinated with a 5-member UX team with the Agile Framework to create and conduct usability testing and implement research findings into iterative designs, streamlining design sprints and reducing timelines by 1 week

## education

### **University of California, San Diego**

B.S. in Cognitive Science - Design and Interaction

2021 – 2024

- **Awards:** 2024 CSI Award: Outstanding Marketing Plan for Triton Gaming. Provost Honors.
- **Extracurricular:** Event coordinator for gaming events organization. Organized various tournaments, showcases, and conventions for students and San Diego. Creative director for the automobile club. Designed graphics and marketing materials such as t-shirts and posters.

## skills

User Interviews, Prototyping, A/B Testing, Usability Testing, Personas, Affinity Diagramming, Data Analysis, User Journeys, User Observations, Concept Validation, Competitive Analysis, Research Strategy, Surveys, Data Visualization