

CELINE NGUYEN

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Product Designer with 1 year of experience creating user-centered, research-driven solutions that drive business outcomes. Adept at integrating design thinking with business strategy to enhance user experiences, streamline processes, and contribute to overall product success.

PROFESSIONAL EXPERIENCE

Deskweb. Founding Product Designer and Researcher Sept 2024 – Present

Provides comprehensive design and tech solutions, catering to individuals, startups, and established companies.

- **Product Design:** Developing products from concept to launch for one of our clients to gain international recognition.
- **Research Strategy:** Coordinating research initiatives during the discovery phase, with emphasis on market research and design direction strategization.

UCSD Design Lab. Product Designer Oct 2023 – June 2024

Interdisciplinary design studio focused on addressing complex problems facing society.

- **Usability Testing:** Led usability testing with 10 users for a pupillometry eyepiece-building app, identifying key user pain points and improving user flow, which reduced error rates by 50%.
- **Feature Development:** Designed and developed a video tutorial feature that decreased eyepiece-building errors by 50%, enhancing overall usability and reducing support needs.
- **Design Review & Collaboration:** Conducted design review sessions with engineers and managers to ensure product alignment, resulting in the successful approval and implementation of key design decisions.

Inspirame. Product Design Intern May 2023 – Dec 2023

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

- **Design Systems:** Developed and maintained a comprehensive design system for TecoAdmin, increasing design consistency by 40% across products and reducing development time by 20%.
- **Feature Integration:** Spearheaded the integration of a task management system into Inspirame's platform, driving user engagement up by 35% and increasing platform adoption with industry partners by 15% within five months.
- **Prototyping and Wireframing:** Created detailed wireframes and prototypes that clearly communicated design concepts and enhanced cross-team communication, expediting project completion by 4 weeks.
- **Cross-Functional Collaboration:** Worked closely with a 5-member UX team with the Agile Framework to create and coordinate usability testing and provide design feedback to iterate designs.

EDUCATION

B.S. in Cognitive Science with Spec. in Design and Interaction, UCSD 2021 – 2024

- **Awards:** 2024 CSI Award: Outstanding Marketing Plan for Triton Gaming. Provost Honors.

SKILLS

User-Centered Design, Design Systems, Wireframing and Prototyping, Interaction Design, Visual Design, Design Thinking, Information Architecture, User Flow Mapping, Figma, Miro, HTML, CSS, JavaScript, Agile Methodologies