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 conducting explorative playtesting sessions, which accelerated development and moved the projected release date up by 3 months.
- **UX Optimization:** Provided actionable feedback from user interviews and surveys that improved player onboarding and reduced 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:** Conducted 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:** Planned and conducted usability testing sessions on 10 users for a pupillometer and the accompanying app, identifying key user pain points and improving user flow, which led to a 20% reduction in error rates.
- **Data Analysis:** Analyzed user feedback and testing results, providing actionable insights that informed design decisions, increasing overall user satisfaction by 60%.
- **Collaborative Research:** Worked closely with an 8-member team to address design issues, incorporating user research to drive design strategy and align with project goals.

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.
- **User Interviews**: Targeted clients by conducting user interviews and translating research findings into insights that helped grow Inspirame's industry partners by 200%.
- **Cross-Functional Collaboration**: Worked closely with a 5-member UX team with the Agile Framework to create and conduct usability testing and implement research findings into iterative designs, accelerating design sprints 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. Organizer of 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