celine nguyen

ux researcher • celinenguy03@gmail.com • celinelynguyen.com • in/celine-nguyen-154291229/

experience

Blue Herb Software, UX Researcher   June 2024 – Present

- Resolved gameplay mechanics issues through explorative playtesting, which accelerated development and moved the projected release for flagship game up by 4 months
- Influenced game UI for the tooltips and menu, improving accessibility for visually impaired players by conducting a full usability and UX review
- Spearheaded a user-centric research strategy to boost Steam wishlists by 1,000 after updates through research-driven problem solving and collaboration with game developers

Bear Belly Games, UX Researcher   June 2024 – Present

- Led validation research plan for game development company's first game release in beta stage, collaborating with the developer to assess research goals and set priorities
- Planned and executed moderated playtesting for beta game before release to gauge gameplay balance, assess replayability, and identify bugs
- Accelerated game release date to end of 2024 by conducting a longitudinal study for player enjoyment and retention, which provided actionable insights for late-stage iterations

UCSD Design Lab, Research Assistant   Oct 2023 – June 2024

- 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%
- Presented research protocols and insights to internal teams and engineers to address lab's goals for the research, refining the research plan and aligning expectations
- Analyzed user feedback and testing results, providing actionable insights that informed design decisions for engineers, increasing overall user satisfaction by 90%
- Created data visualizations from quantitative data to communicate key insights to stakeholders, improving decision-making and driving a 20% increase in user engagement

Inspirame, UX Research Intern   May 2023 – Dec 2023

- 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
- Identified a new use case for one of our products, which secured $50,000 in revenue by aligning the product's capabilities with their strategic goals and identifying user segments
- Led targeted clients interviews and translated qualitative data into insights that expanded Inspirame's industry partners by 200% and increased customer loyalty by 28%
- 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

skills

Research Methods: Qualitative Research, Quantitative Research, Mixed-Methods Research
Data Analysis: Data Analysis & Synthesis, Heatmaps, UserZoom, Qualtrics
User Research: Usability Testing, User Interviews, Contextual Inquiry, Surveys, Card Sorting
Design & Prototyping: Figma, UX Design, User-Centered Design, Accessibility Design Principles
Project: Project Management, End-to-end Product Development Process, Storytelling