

Celine Yan

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Education

NORTHEASTERN UNIVERSITY

Khoury College of Computer Sciences

BS in Computer Science and Design, Minor in Entrepreneurship

GPA: 3.62 / 4.0

Relevant coursework:

Senior Design Capstone, Human Computer Interaction, Designing for Dignity, Experience Design 1 & 2, Interaction Design, Typography 1, Software Development, Database Design, Object Oriented Design, Algorithms and Data, Technology and Human Values

2017—Expected Fall 2021

Boston, MA

Work Experience

FACEBOOK / Product Designer Intern / @ Menlo Park, CA

May—Aug 2020

- 1 of the 3 designers on the Internationalization team, which drives localization tools for all FB products like Instagram, WhatsApp, Oculus, etc.
- Redesigned the 2 end-to-end experiences for the internal tool where all products begin translating features to non-English locales.
- Proactively hosted 1:1 calls for product research and user feedback with 12 main stakeholders, including Localization PMs and engineers.
- Pioneered designs with the new atomic design system, components, and interactions in Figma.
- Implemented and provided iterative design feedback in weekly design crits with 13 designers within the Growth and Social Good pillar.

DRIFT / Product Designer Co-op / @ Boston, MA

Jan—May 2020

- Designed V1 of Drift Insights Report in Q1 to deliver daily, weekly, and monthly AI Chatbot performance metrics for our 13 premium Automation Chatbot customers, including Eventbrite, Cisco, and Peloton.
- Optimized internal tools to reduce time and friction in training new conversational AI chatbots' from 3 weeks to 2 days.
- Led designs for Drift Video Bot features and plan upgrades in Q2 for asynchronous engagement between sales reps and their prospects.
- Defined product scope with PMs and collaborated with engineers for design handoff, including QA for visual and interaction implementation.
- Expanded and contributed to design system by publishing optimized Figma library components, like modals and tables.

MICROSOFT / Product Designer Intern / @ Redmond, WA

May—Aug 2019

- Led design sprints and progress with my team of one PM intern and 3 developer interns in the Microsoft Garage Program.
- Worked extremely closely with PMs, designers, and engineers across both the Authenticator team and Outlook Mobile team.
- Created consistent assets, components, and pages upon the Microsoft Fluent Design System Android UI style kit.
- Conducted weekly UX research and user testing prototypes to validate and reiterate design decisions.

ZIPCAR / UI/UX Designer Co-op / @ Boston, MA

Jan—May 2019

- Led redesign of visual branding and illustrations on the entire UK London Presales site, with over 15M monthly active users.
- Analyzed statistics and user behavior through heat mapping on Hotjar to maximize conversion rates for US Presales.
- Designed communication and transactional emails, including vehicle booking confirmation, trip summary, and Member move.

Projects

PROMISE / Won Oracle's "Make the World a Better Place Hack" track @ Stanford University's TreeHacks2020

Feb 2020

- Promise is a web platform that ensures secure donations of PPE to hospital workers and patients in response to COVID-19.
- Whiteboarded the relief aid process, designed our UI for donors and recipients, and developed front-end in React and CSS.

Skills

Design	Figma, Sketch, Abstract, Zeplin, InVision Studio, Principle, Origami, Adobe Illustrator/Photoshop/InDesign
Process	Design Systems, Visual Design, Prototyping, UX Research, CRO, A/B Testing, Jira, Agile Sprints, Product Management
Technical	Python, Python Flask, Java, C, Processing, D3.js, SQL, MongoDB, HTML/CSS/JS, Typescript, React

Activities

AUGMENT / Design Lead & PM **NORTHEASTERN UNIVERSITY** / CS & Design Co-op TA **COFOLIOS** / Office Hours Mentor