# Celine Yan

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## Education

**NORTHEASTERN UNIVERSITY**                                              **2017—Expected Fall 2021**
Khoury College of Computer Sciences                                              *Boston, MA*
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

## 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 two 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**
- Led designs for Drift Insights Report in Q1 to deliver daily, weekly, and monthly AI Chatbot performance metrics for our 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.
- Designed 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 Design 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

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

## Activities

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