

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, Algorithms and Data, Object Oriented Design, Database Design, 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

- Led designs and shipped V1 of Drift Insights Report to surface AI Chatbot performance metrics and top site visitor questions so our 13 premium customers (including Eventbrite, Cisco, and Peloton) can strategize site engagement.
- Optimized internal tools to reduce time and friction in training new conversational AI chatbots' from 3 weeks to 2 days.
- Designed to ship biweekly Drift Video Bot features and upgrades for asynchronous engagement between sales reps and 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 senior PMs, designers, and engineers in 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, which shipped to 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