Celeste Lu

Product | UX | UI Designer | San Francisco

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I'm Celeste Lu, a product designer specializing in **B2B and B2C SaaS**, crafting **enterprise solutions** and **consumer-facing experiences**. With **5+ years of experience** in **visual design**, **psychology**, and **user research**, I create intuitive, high-converting, and engaging digital products. I'm a fast learner, detail-oriented, and thrive on collaboration to deliver seamless, user-friendly solutions that **drive business growth** and **delight users**.

Work Experience

GBCS Group | Lead UX/ UI Graphic Designer

Aug 2024 - January 2025

- Spearheaded the redesign of the GBCS Group website, achieving a **20% increase in traffic and an 18% boost in user retention**.
- Directed a team of four designers in revamping GBCS Group's **internal B2C fleet management software**, enhancing user engagement through intuitive interfaces and streamlined user flows.
- Applied **user-centered design principles** to optimize navigation, **enhance accessibility**, and **align user experiences** with business objectives, resulting in improved user satisfaction.

Google Developers Group | Lead UX Designer

Jan 2023 - Mar 2024

- **Lead UX Designer** for GDG at UC Davis, leading website redesign to boost usability and engagement.
- **Sole designer**, **collaborating with 4 developers** to implement a scalable design system based on **Google Material Design**.
- **Increased user engagement by 35%** through optimized information architecture, responsive design, and accessibility.
- Conducted **UX research**, **A/B testing**, **wireframing**, **prototyping**, and **usability testing** to deliver an intuitive, high-converting experience.
- Focused on **CRO**, **user retention**, and **cross-platform optimization** to drive engagement.
- Personally invited to **Google Next '23** as **1 of 130 global students** for innovation in enterprise and **B2C UX design**.

Include | Contract Product Designer

Jan 2023 - June 2023

- Product Designer for the Interactive Elementary Learning Center, driving a **300% increase in user sign-ups within 2 months** through the design of an **optimized enrollment website**.
- Applied user-centered design principles to optimize usability, **reducing scrolling time** and **preventing information overload** for a **seamless user experience**.
- Streamlined **information architecture** and enhanced call-to-actions to **boost conversions** and **improve user flow**.
- Conducted **A/B testing**, **user feedback analysis**, and **UX iterations** to refine the product, increasing engagement and retention.

Skills

Design

User Interviews, Affinity Diagramming, Information Architecture, A/B Testing, Design Handoff, Wireframing, Prototyping, Usability Testing, UX/UI Design, Interaction Design, Visual Design, Mobile Design, Web Design, Branding, Illustration, User Research, Conversion Rate Optimization (CRO), Design Systems, Cross-functional Collaboration

Tools

Figma, Jira, Framer, Asana, Webflow, Trello, Adobe Illustrator, Airtable, Adobe Photoshop, Miro, Google Workspace, Lucidchart, Microsoft Office, Slack, Notion

Awards

Google Next '23

Personally invited to the Google Next '23 convention in San Francisco, selected as one of 130 university graduates worldwide for innovation and excellence in B2C and enterprise UX design.

GBCS Group – UX Certificate

Recognized for delivering exceptional results and achieving excellence in design, with a proven track record of impactful, user-centered solutions.

Education

University Of California, Davis

B.A. Product Design, Minor In Psychology

Graduated with Honors — Dean's Honor List at UC Davis (4.0 GPA Achievement)