

# Celeste Lu

UX/UI Designer

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1210 45th Ave, San Francisco, California, 94122, United States

Experienced UX/UI Designer with 5+ years of expertise in designing user-centered, accessible digital experiences. Skilled in developing UX strategies, managing design systems, and ensuring ADA/WCAG compliance. Proficient in Figma for wireframing, prototyping, and managing design systems, with a strong background in A/B testing, user research, and data-driven design. Adept at collaborating with cross-functional teams to create seamless, user-friendly experiences across large-scale websites. Passionate about balancing strategic vision with hands-on design execution to drive impactful user journeys and business outcomes.

## Work Experience

### UX/UI Designer & Graphic Designer

Mar 2024 - Present

*Freelance | San Francisco, CA*

- Built three brands from the ground up, creating logos, typography, and visual systems for a strong market presence.
- Redesigned a company website, enhancing usability, accessibility, and user engagement through research-driven UX/UI design.
- Developed cohesive brand identities, collaborating with clients to align designs with business goals and customer journey insights.
- Designed and launched a full website, handling wireframing, prototyping, and high-fidelity UI for a seamless, data-driven experience.
- Worked with clients nationwide, delivering user-centric design solutions that improve website usability and drive business growth.
- Created scalable design systems to ensure consistency, accessibility, and usability across platforms.

### UX/UI Graphic Designer

Aug 2024 - Dec 2024

*GBCS Group | Remote*

- Led the redesign and launch of the GBCS Group website, strengthening brand identity and driving higher user retention, ensuring compliance with WCAG for accessibility.
- Designed high-fidelity mockups for Lokomotive Software, improving B2B fleet management UX and operational efficiency, with a focus on inclusive design.
- Collaborated with engineers to ensure seamless UI integration with technical architecture, maintaining ADA/WCAG compliance across platforms.
- Conducted UX research and competitive analysis, enhancing engagement from business partners while ensuring usability and accessibility standards were met.

### Vice President & Design Director

Apr 2023 - Apr 2024

*Google Developer Student Clubs | Davis, CA*

- Redesigned the club's website, creating new desktop and mobile versions in Figma while maintaining Google Developer brand guidelines.
- Collaborated with developers using Notion, Slack, Jira, and Firebase to translate designs into functional products.
- Led two product teams, mentoring two product designers and two graphic designers to enhance design execution.
- Conducted 30+ interviews, successfully onboarding five designers to expand the team.
- Personally invited to Google Next '23, recognized among 150 students globally for contributions to the Google Developer community.

## UX/UI Designer

*#include | Davis, CA*

Jan 2023 - Jun 2023

- Designed and prototyped a new website for the Interactive Elementary Learning Center, a nonprofit tutoring organization.
- Created mobile and desktop prototypes in Figma, ensuring a seamless user experience across devices.
- Developed brand identity, designing the logo, typography, and design systems while iterating over 30+ logo variations with a team of three graphic designers.
- Conducted user research and usability testing, refining designs based on insights to enhance accessibility and engagement.
- Collaborated with stakeholders, integrating feedback to improve functionality and aesthetics.
- Increased tutor and student sign-ups by 300% within two months through strategic design improvements.

## Core Skills

Adobe Creative Suite, User Interface Design, User Research, Responsive Web Design, Interaction Design, Problem Solving, Attention to Detail, Design Thinking, Wireframe Designing, Prototyping, User Flow, User Experience Design, Brand Design, Graphic Design, HTML, CSS

## Education

**University of California, Davis**

Sep 2020 - Jun 2024

**Bachelor of Arts** Product Design

Minor: Psychology

GPA: 4.0

## Awards

### Dean's Honor List

*University of California, Davis*

Achieving Dean's Honor List recognition from 2020 to 2024, and graduating with high honors.

### Google Cloud Next '23

*Google*

Chosen as one of only 180 students worldwide invited to participate in the Google Cloud Next 2023 conference in San Francisco.