Celine Nguyen

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Experience

Product Designer

Stealth Startup | January 2025 - Present

- Collaborate with AI/ML developers to develop the MVP to present to stakeholders.
- Develop design standards for the entire platform, conceptual design direction, and client presentations.

UX Design and Research Intern

UCSD Design Lab | October 2023 - June 2024

- Led strategic user experience design of the Digihealth Lab's cognitive assessment app.
- Performed usability testing, heuristic evaluation, stakeholder interviews, wireframes, and high fidelity prototypes.
- Created a research report with an overview of the data collection process to advocate the importance of accessibility thinking in design teams.

Designer

Freelance | December 2023 - March 2024

- Performed competitor analysis, A/B testing, persona creation, and UX strategy.
- Created branding and style guides for website content and marketing campaigns.
- Developed wireframes, journey maps, qualitative and quantitative research along with high fidelity prototypes using Figma.

Product Designer

Inspirame | May 2023 - December 2023

- Coordinated and facilitated task-based usability testing with business clients, identifying key usability challenges.
- Organized virtual one-on-one interviews, managing time constraints and ensuring effective scheduling to maximize participant engagement and data collection.
- Performed usability testing, competitor analysis, heuristic evaluation, stakeholder interviews, persona creation, wireframes, and high fidelity prototypes.

Event Coordinator

Triton Gaming | October 2022 - June 2024

- Worked on a range of community events and fundraisers.
- Designed social media graphics and digital marketing content that was implemented for the sponsors MSI, Coca Cola, and Razer.

Education

University of California, San Diego

BS Design and Interaction | 2021 - 2024

- Pioneering undergraduate degree in Cognitive Science with a Specialization in Design and Interaction.
- Focus on design thinking, human-centered design, prototyping, resilience, and speculative design.

Freelance Pro Bono

UX Researcher

Bear Belly Games | September 2024 - December 2024

- Collaborated with John Nichols conducting and structuring longitudinal studies, releasing the game studios' first game title with 100% positive reviews on Steam.

UX Researcher

Blue Herb Software | September 2024 - December 2024

- Collaborated with Kevin Mathews creating playtesting research sessions and detailed usability and UX review reports.

UX Designer

Sparkling Jewelry | September 2024 - November 2024

- Led user interface redesign of e-commerce website diamonds viewing page, equipped with robust item filtering systems.

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy · Survey

Software

Sketch · Principle · Keyshot · Invision · Keynote · Illustrator · Photoshop · InDesign · AfterEffects · MAXQDA · Adobe XD · HTML · CSS · JavaScript

Visual Design

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design, Stylesheets and Guidelines

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · 3D printing · Copywriting · Photography · Korean Fluency

Awards

2024 Outstanding Marketing Plan | 2024

MADURA Program by NIH National Institute on Aging | 2023 2024