

CATHERINE GU

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EDUCATION

UNIVERSITY OF CALIFORNIA – IRVINE

Masters, Human Computer Interaction and Design

Aug 2023-Sept 2024

UNIVERSITY OF CALIFORNIA – SAN DIEGO

B.S., Cognitive Science w/ Specialization in Design and Interaction

Sept 2020-Jun 2023

Summa Cum Laude | GPA: 3.99

EXPERIENCE

Monterey Bay Aquarium (Capstone Project), Remote

Mar 2024-Present

UI/UX Designer

- Created **wireframes** and Figma **prototype** for an inventory management system to fit within the current infrastructure
- Conducted **usability testing** to optimize the artifact borrowing and lending processes with creative solutions
- Conducted and parsed through stakeholder interviews and **competitive analysis** to inform system development

NEOBOARD, Remote

Apr 2024-Present

UI/UX Designer

- Created and implemented design system into existing prototype
- Designed and implemented automation workflows to enhance integrations between educational and communication platforms (i.e. Canvas and Gmail) catered to both students and educators
- Facilitated weekly sync meetings to coordinate projects and distribute assignments to boost team efficiency

LINKEDIN REDESIGN PROJECT, San Diego, CA

Jan 2024-Mar 2024

UX Designer, UX Researcher

- Identified breakdowns in user flows using **cognitive walkthrough**, **competitive analysis**
- Redesigned Jobs pages and added new features
- Conducted quantitative and qualitative user testing to check hypotheses and test designs

UCSD PROTOLAB INTERNSHIP, San Diego, CA

Jun 2023-Aug 2023

Undergraduate Researcher

- Conducted **qualitative analysis** by coding 600+ large scale prompts and reflection
- Designed **formative studies** to test prototypes and conducted **pilot studies** to test out procedures

FIDELITY TALENT SOURCE LLC, Remote

Feb 2022-Feb 2024

Data Entry Associate

- Accurately identified emotions in recorded customer calls through tone and content
 - Provided annotated samples to refine accuracy of AI answering bot
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SKILLS

- **Design Tools:** Figma, Miro, Illustrator, Procreate
- **Programming:** Java, Python, HTML + CSS
- **Design Skills:** Sketching, Wireframing Storyboarding, Low-fidelity & High-fidelity Prototyping
- **Research:** Competitive Analysis, Surveys & Interviews, User Personas, A/B Testing, Usability Testing