

Celeste Chan

UX/UI Designer & Product Designer

(917) 960.2315 | celestechandesign@gmail.com

New York, NY | celestechandesign.com | [in/celestechandesign](https://www.linkedin.com/company/celestechandesign)

I am a UX/UI designer with 4 years of experience in the medical field and beauty industry. I care about the human experience down to the pixel, and my scientific background drives me to craft seamless designs that are always informed by research and data. In UX, I plan to marry my analytical mindset with my warmth and passion for reaching the human beyond the screen.

Skills

UX Design | User Flows, Usability Testing, Prototypes, Sketching, Human-Centered Design, Responsive Web Design

UX Research | Personas, Journey Maps, C&C Analysis, Heuristic Evaluation, Contextual Inquiry, User Interviews

Tools | Figma, Sketch, Zeplin, Miro, Wix, Notion, Slack, G Suite, Typeform, Zoom, ActiveCampaign, ClickFunnels

Professional Experience

How To Write Funny/Scott Dickers LLC | UX Designer, Executive Assistant | Remote Mar 2023 - Present

- Collaborate on How To Write Funny brand and website redesign including brand alignment, content strategy, information architecture and asset design resulting in a refined brand image and cohesive visual assets
- Coordinate communications, meetings and documents between internal team as well as external stakeholders

Third Vista LLC | UX Research Lead, UX Designer | New York, NY Sept 2023 - Oct 2023

- Designed and prototyped brand new art business management iOS app from scratch, providing artists with tools for inventory management, payment processing and customer relationship management (CRM)
- Headed UX Research efforts based on client's user base and product needs including user interviews, affinity mapping, user persona and user journeys, leading to actionable insights that informed UX Design decisions
- Constructed, tested and iterated on a core screenflow allowing artists to upload artwork with relevant descriptors, leading to a 43-second decrease in time on task

KraveBeauty | Research Lead | New York, NY Feb 2018 - Nov 2020

- Spearheaded product research as part of product development process at KraveBeauty, the main project being Great Barrier Relief (GBR) which continues to be brand's best-selling product
- Led user testing on GBR, including recruiting testers, coordinating schedules, writing questions and collecting feedback
- Communicated complex biology and skin science topics in digestible manner to non-scientific members of internal team as well as readers of weekly KraveBeauty newsletter, leading to greater community engagement

Spring Street Dermatology | Medical Assistant, Customer Support Lead | New York, NY Apr 2018 - Jan 2019

- Fielded customer questions and complaints in person and online, maintaining a positive patient experience and ensuring responsibilities to clinic are upheld
- Composed customer support templates on patient communication platform Klara for topics such as insurance responsibility explanations, clinic policies and procedure information, significantly reducing support team response time
- Generated promotional copy for special offers sent via text message to 5000+ patients every month

UX Design Projects

FocuSphere | Project Manager, UX Researcher, UX Designer | Community-driven ADHD solutions iOS app Sept 2023

- Led our team of four in an end-to-end UX design process comprising of research and synthesis, feature prioritization, testing and iterating from mid- to hi-fidelity prototype, identifying APIs and KPIs, and a final presentation to stakeholders
- Strategized approach to designs by implementing product principles driven entirely by user data

In-Tune | UX Researcher, UX Designer | Responsive mobile web podcast platform Aug 2023

- Administered two rounds of usability testing and iterated on designs, leading to higher success rates in core user tasks

Everlane | UX Researcher, UX Designer | Desktop Navigation & Information Architecture Redesign Aug 2023

- Conducted a thorough Heuristic Evaluation of the Everlane desktop site, examining and recommending improvements on areas of Accessibility, Credibility and Controllability
- Generated user insights through Contextual Inquiry, Tree Testing and Card Sorting and constructed sitemaps and user flows to compare existing and proposed designs

Education

UX Design Immersive | General Assembly | New York, NY Jul 2023 - Oct 2023

Full-time immersive program in UX/UI design consisting of 500+ hours of study, practice, professional training, and mentorship; worked with multiple teams in person using Agile methodologies and iterative development.

UI: Deep Dive and Clinic | School of Visual Arts | New York, NY Sept 2023 - Dec 2023

10-week hands-on program with intensive UI focus.

Bachelor of Arts | New York University | New York, NY

Major: Biology, Minor: Child & Adolescent Mental Health Studies. Honors Scholar.

Sept 2013 - May 2017

Graduate Studies in Biology with a focus on Psoriasis

Sept 2020 - Dec 2022