

Celeste Lu

1210 45th Ave, San Francisco, CA, 94122
celestechanglu@gmail.com | (415) 361-9912 | <https://celestelu.com>

EDUCATION

University of California, Davis, CA

Bachelors of Art, Design, Minor in Psychology

Graduated: June 2024

GPA: 4.0

PROFESSIONAL EXPERIENCE

UI/UX Graphic Designer

August 2024 - Present

GBCS Group, Remote

- Redesigned the GBCS Group website by collaborating with the CEO, VP of Business, and legal and marketing teams, aligning the user interface with business goals and achieving a stronger brand identity and improved B2B engagement, which led to increased partnerships and donations.
- Developed and implemented a comprehensive UX strategy through user research and competitive analysis, resulting in a seamless user experience and higher engagement from business partners.
- Enhanced cross-functional collaboration by working with legal, marketing, and business teams, ensuring design solutions met business objectives and regulatory standards, creating a compliant and marketing-aligned website.
- Created high-fidelity mockups for the Lokomotive Software within a collaborative design team, resulting in a user-friendly interface for managing B2B fleet operations.

Freelance Brand & Graphic Designer

April 2024 - Present

The Kool Hair Studio, San Jose, CA

- Developed and implemented brand identity by collaborating with the studio owner on visuals, signage, logos, and social media content, resulting in a consistent and impactful user experience.
- Designed mockups for brand merchandise using Adobe Illustrator and Photoshop, creating engaging and cohesive designs that resonated with customers.
- Led marketing initiatives with targeted social media posts, increasing brand visibility and user engagement.
- Documented and maintained company assets for accurate representation across digital platforms, achieving a unified design system that enhanced brand consistency.

Vice President & Design Director

April 2023 - March 2024

Google Developer Student Clubs, Davis, CA

- Created comprehensive brand identity and visual assets for the club's website as the sole design lead, overseeing all design aspects during production to ensure a cohesive and impactful user experience.
- Managed the development of the club's website and a geolocation app, collaborating closely with four developers to ensure successful implementation and intuitive user interfaces.
- Conducted over 30 interviews and onboarded five new designers, expanding the design team and providing personalized mentorship to align their work with design principles and project goals.
- Achieved a 200% increase in social media followers, over 200 merchandise sales, and a 150% rise in club sign-ups within a year by creating innovative social media posts, recruitment flyers, and posters.
- Coordinated with finance and marketing teams to organize and execute club events, ensuring smooth operations and securing necessary resources, including funding and merchandise production.

Product Designer

January 2023 - June 2023

#Include, Davis, CA

- Spearheaded UX research for a non-profit tutoring agency, focusing on understanding the needs and preferences of low-income and underrepresented families in Davis, CA, to inform website development aimed at attracting parents and potential tutors.
- Conducted comprehensive research and led all phases of user testing to ensure the website's usability and accessibility, particularly for parents with limited educational backgrounds.
- Implemented iterative design processes based on user feedback and A/B testing, creating intuitive and inclusive website experiences with wireframes, mockups, and design systems.
- Collaborated closely with stakeholders to align design solutions with organizational goals, emphasizing user-centric approaches.
- Designed the logo and all branding elements, including typography, colors, and visual representation, ensuring a cohesive and recognizable brand identity.
- Enhanced engagement and accessibility for families and communities through thoughtful design strategies and user-centered practices.

Graphic Designer & Product Photographer

September 2021 - December 2021

Botanik Herbs & Tea

- Collaborated with a team of four designers to develop a merchandise line using Procreate, Adobe Illustrator, and Photoshop, iterating on over 30 logos and designs over four months.
- Launched tote bags and social media campaigns, showcasing enhanced graphic design skills and proficiency in professional product photography.
- Provided constructive feedback to team members, improving design quality and consistency.
- Supported the Chief Financial Officer (CFO) in the redesign of his website, contributing to improved visual appeal and user experience.

AWARDS

University of California, Davis, CA

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

Google Cloud Next '23

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

Config '23 & Config '24

One of the few students personally invited to attend both Figma Conferences at San Francisco's Moscone Center/

SKILLS

Figma | HTML5 | CSS3 | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | InVision | Microsoft Office | User Research | User Interface Design | iOS Design | Mobile Design | Desktop Design | Web Design | Information Architecture | Procreate | Sketch | Design Systems | Wireframing | Mockups | Branding | Accessibility | Usability Testing | A/B Testing | Visual Design | Cross-Functional Collaboration | Product Photography | Stakeholder Collaboration