

Celeste Chan

Product Designer

celestechandesign.com

EXPERIENCE

Product Designer How To Write Funny

Mar 2023 - Present

- Designed brand new public speaker website with intuitive user flows resulting in 2x increase in speaking engagement inquiries per month
- Constructed streamlined information architecture to guide users to book sales and Substack subscriptions
- Identify and lead initiatives to iterate on design based on site analytics e.g. increased contextual navigation
- Launch spotlight features promoting book launches and special events generating \$5000+ in ticket sales

Product Designer Court Vision

Nov 2023 - Present

- Collaborate with software engineers on building beta, reducing basketball highlight generation time by 70%
- Conducted user interviews and contextual inquiry, distilled insights which directly informed designs
- Built and maintained design system to provide a cohesive experience and yield faster development
- Lead ongoing product roadmapping and design iterations based on user feedback and engineer input

UX Designer Apostrophe Art

Sept 2023 - Oct 2023

- Designed and prototyped art business SaaS platform with tools for payment processing, inventory tracking and customer relationship management (CRM)
- Tested and iterated a core screenflow for artists to upload artwork with key descriptors, leading to a 43-second decrease in time-on-task
- Completed prototype used in clients' pitch to Y Combinator

EDUCATION

New York University

BA-MS in Biology, Honors Scholar
Minor in Child Psychology

General Assembly

UX Design Immersive

School of Visual Arts

UI: Deep Dive and Clinic

SKILLS

Design

User-Centered Design, User Flows, Information Architecture, Prototyping, Responsive Design, Usability Testing

Research

Persona, Journey Map, User Story, Interview, Card Sorting, Competitive & Heuristic Analysis, Contextual Inquiry

Tools


Figma, AdobeXD, Sketch, JIRA, Miro, InVision, Maze, UserTesting, Wix, Typeform, Optimal Workshop

CONTACT

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