

CELINE TSENG (TZU-LING TSENG)

- 412-897-8675
- tzulingt@andrew.cmu.edu
- Portfolio: www.celinetseng.com

EDUCATION

Carnegie Mellon University

Tepper School of Business, B.S. in Business Administration

Marketing & Business Analytics concentration (GPA: 3.62)

Minor in Human-Computer Interaction

Expected Graduation May 2023 | Pittsburgh, PA

SKILLS

SOFTWARE

Microsoft Office Suite
Adobe Creative Suite
Figma
Webflow
R Studio, SQL
Python

RESEARCH

Persona Building
Focus Groups Study
Usability Testing
Contextual Inquiry

DESIGN

UI Design
Wireframing, Prototyping
Interaction Design

LANGUAGES

English (Bilingual)
Mandarin (Bilingual)

COURSEWORK

Interaction Design Overview
Service Design
Learning Media Design
Design for AI Products
Cognitive Psychology
Communications Design

EXPERIENCE

UX Design Intern

2022 May -2022 Aug | Remote

My Influency

A marketing start up providing influencer marketing services to local businesses

- Independently re-designed and implemented My Influency's website for its relaunch, resulting in an increase in usability and consumer conversion rate with 300+ influencers signing up.
- Conducted 3 interviews for usability testing and created a customer journey map to analyze usability on the previous My Influency's website.
- Built branding guidelines with a color palette revamp and design system audit to create a distinct and cohesive brand image.

UX/UI Graphic Designer

2022 June- 2022 Sep | Taipei, Taiwan

Bespo Marketing Agency

- Executed 5 user interviews and contextual inquiry to analyze user experiences on the clients' online storefronts.
- Created interactive Figma prototypes, with 2 interactive features and 5 design changes for future implementation on the website.
- Curated promotional social media content based on client needs.

American Marketing Association

2021- Present | Pittsburgh PA

Website Designer

- Executed website design, development, and content updates to align with organization objectives.

Marketing Consultant

2021- 2022 | Pittsburgh PA

- Conducted marketing research and executed global marketing campaigns for the CMU Entrepreneurship Venture Challenge; increased participation by 10% in the annual international startup competition.
- Designed and distributed marketing content through diverse social media channels.
- Innovated 15+ promotional and branding materials; led to a 15% increase in enrollment.

INVOLVEMENT

Alpha Phi International Fraternity

Merchandising Chair

2021- Present | Pittsburgh PA

- Designed 35+ pieces of digital graphics and apparel.
- Conducted preference surveys and organized merchandise purchases for 80+ members.

Taiwanese Students Associations

2020- 2021 | Pittsburgh PA

Design Chair

- Curated graphic designs for 30+ social media covers and created 5+ cultural-oriented merchandise.