

Linoy Celolichin

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Product Designer / [Project Snapshots](#)

EXPERIENCE

Truist Bank

Senior Designer I — December 2024 - PRESENT

- Create scalable web components for digital production that drive New-to-Bank Client growth with 52K accounts opened during FY25 YTD, representing growth of +3% YTD and +14% YoY
- Build responsive web components for Consumer Deposit funding channels, bringing in \$2.1M in deposits and 38K clients in FY25 YTD
- Conduct research to drive design insights for the LightStream loan application experience, increasing app completes by 40%

Experience Designer — May 2023 - November 2024

- Design and optimize the homepage experience, integrating multiple open-account pathways that collectively generated over \$160K in monthly revenue
- Collaborate with cross functional teammates to design an end-to-end customer facing experience for Commercial clients
- Perform A/B and Usability tests to support design decisions for Paze™ responsive web flows

Leadership Development Program Analyst — July 2022 - April 2023

- Collaborate cross-functionally as a designer, supporting multiple teams and contributing to a wide range of projects from concept through execution
- Participate in professional seminars and workshops while leading group activities designed to strengthen leadership, communication, and team-building skills

EDUCATION

The University of Georgia

August 2018 - May 2022

B.S. in Computer Science

Certificate in New Media Studies

GPA: 3.77/4.00, magna cum laude

SKILLS

Figma, Miro, Adobe XD, Design Systems, Wireframing, Complex Prototyping, A/B Testing, Usability Testing, Agile, Kanban, UX Design, HCI Procreate, Decision making, Curious thinker, Quick learner, Detail-oriented

VOLUNTEERING

Interior design side project
NYC — 2025

Freeside makerspace
Atlanta, GA — 2024

YAWP!
Atlanta, GA — 2023

LANGUAGES

Russian - *Fluent*

Hebrew - *Conversational*