

Pernell Celestine

PernellCelestine@gmail.com

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Experience

- Sr. UX Architect** 7/2025 - Present
UX Architect 11/2023 - 6/2025
Jr. UX Architect 3/2021 - 11/2023
FCB Health, An IPG Company

Collaborated with cross-functional partners to drive the vision for pharmaceutical websites, leading usability audits based on patient symptoms and WCAG AA guidelines. Supervised Associate UX designers and evolved design systems to align with client and mobile standards. Created prototypes and mentored the team to foster improved design feedback processes
- Financial and Marketing Assistant** 4/2020 - 3/2021
Stormont Financial Strategies

Maintained client managed accounts and executed precise data entry to support the head financial planner's daily operations. Reviewed financial plans and client data to ensure accuracy while keeping leadership on task and updated. Conducted targeted client outreach to facilitate the completion of financial action items and strengthen client relationships.
- UX/UI Designer (Consultant)** 4/2020 - 07/2020
Leda Health

Executed a complete mobile app redesign for a sexual assault kit companion app, gathering research insights to drive the creation of user flows and prototypes. Collaborated with co-founders to design a minimal, compassionate interface specifically engineered to put survivors at ease. Utilized Salesforce Lightning and web components to optimize the build, ensuring improved navigation and usability.
- UX Designer** 10/2019 - 10/2019
Sundaze Boutique

Designed the e-commerce website and promotional materials to successfully launch the boutique's US operations. Structured the information architecture and organized the product catalog to ensure a seamless user journey.
- Financial Planner** 7/2018 - 9/2018
Brunch & Budget LLC

Served as a dedicated client advocate by leading recurring calls to address and resolve timely financial matters. Onboarded clients to the digital platform and drafted strategic recommendations to improve their financial health. Documented all interactions through detailed follow-up summaries to track plan implementation.
- Financial Planning Associate** 8/2014 - 5/2018
Eagle Strategies, New York Life Financial Planning Division

Analyzed client financial states to create integrated plans addressing gaps and shortfalls, presenting findings via webinars and conferences. Strategized using Salesforce data to build databases and identify key training opportunities for the division. Conducted software demonstrations for eMoney, resulting in a 15% reduction in technical support calls through improved user education.

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Education

- Certificate in UX, UI and Frontend Development
CareerFoundry 10/2018 - 1/2020
- Bachelor's in Business
SUNY Alfred College of Technology 8/2010 - 5/2014