

SERENA WU

(818) 857-7889 | serenawu95@gmail.com

B. A. Cognitive Science, UC Berkeley

SKILLS

Languages: English, Chinese Mandarin

Business: Jira, Trello, Clickup, Sprint, Scrum, Agile, Customer Service

Technical: Adobe Photoshop, Illustrator, Premiere Pro, Figma, Sketch, Framer, Python, HTML, CSS,
Microsoft Office, PowerPoint, Excel, iMovie, Google Analytics, Shopify

EXPERIENCE

Creative Product Manager

March 2019 – August 2020

LifeStreet Media

San Francisco, CA

- Create a compelling vision culminating with delivery of a product to market that fits customer needs
- Develop and prioritize 10+ strategic creative testing roadmaps within the creative team
- Collaborate with designers, developers, and stakeholders to ensure all goals are met
- Track and report product performance metrics to identify new testing opportunities
- Introduce mitigation tactics to minimize project delivery risks and regularly communicate changes of product and policy with stakeholders

Media Analyst

July 2017 – March 2019

LifeStreet Media

San Francisco, CA

- Steward visual brand for playable ads while creating meaningful interaction
- Administer 500+ monthly A/B creative tests and optimize performance of display and video advertisements across mobile, mobile web, and desktop.
- Ensure thorough QA for playable game ads with empathy for users to increase retention rates
- Utilize data-based learnings to improve ROI/ROAS and acquire high-quality users
- Prepare written summaries of analytical findings and insightful recommendations for clients

Visual Designer

June 2016 – August 2016

Nona Lim

Oakland, CA

- Defined the brand identity, system, and creative direction of web and social media marketing material
- Delivered wireframes and products with an empathetic approach to human-centered design to elevate customer experience
- Executed asset production, marketing, and management for social media channels which reached an audience over 1,600

Socioeconomic Researcher

February 2017 – Present

Pink Box Stories, medium.com/pinkboxstories

UC Berkeley, School of Design

- Propose, plan, and implement original research studies, focusing on donut entrepreneurship
- Construct database using Yelp API to find data patterns in 5000+ donut stores in California
- Write compelling content to reach and engage external and internal audience via social media channel
- Steward visual brand design on business cards and market the team via Medium

ACHIEVEMENTS

- UC Berkeley Regents' and Chancellor's Scholar Association; *awarded to top 2% of incoming class*
- Alpha Phi Omega: Gamma Gamma Chapter, Pledge Oak 2016
- Urban Dance Competitions: Complex 2018, Prelude NorCal 2018, Breakthrough 2016

INTERESTS & HOBBIES

Biking, Volleyball, Urban Dance, Running,
Live Music, Cooking, Bullet Journaling,
Podcasting, Content Creation