# CHRISTINE LAD

(415) 602-3505

WEBSITE: chlao.github.io

### RELEVANT COURSEWORK 🚥

#### Introduction to Human Computer Interaction

- Created a web application that organizes retail store sales based on subscriptions in a team of three
- · Applied principles for designing, implementing, and evaluating user interfaces including the use of storyboards, prototyping, and A/B testing
- Utilized classroom-learned skills in HTML, CSS, AJAX, Javascript, jQuery, git, node.js and JSON to implement the design and functionality of the web application

#### Web Client Languages

- Implemented a web application that allows users to keep track of their habits, in a team of five
- Learned principles of UX design, best-practices, HTTP trade-offs, and security in front-end development

### Information Architecture

• Evaluate and redesign the navigation for a college website by performing a competitive analysis and creating personas and use cases from interviews

# ACTIVITIES & INTERESTS 🖈



#### **Artist**

April 2016 - present

Recycool

- Create a game that teaches young children how and why they should recycle
- Brainstorm ideas that will engage and teach children
- Design graphics that will be used in the game

#### Mentee

Jan 2016 - present

a 16z Generation Design Mentorship Program

 Connect with and learn from a designer from a leading tech startups within the a 16z portfolio

#### **Research Assistant**

Jan 2015 - Oct 2015

Computational & Cognitive Neuroscience Lab

- Ran experiments, ensuring subjects had a good understanding of the experiment at hand
- Contributed to MATLAB programs used as the basis for lab experiments involving human behavior and statistical modeling

# P EDUCATION

University of California, San Diego Bachelor of Science, Computer Engineering GPA: 3.5

# EXPERIENCE

### Web Developer

July 2015 -March 2016

CardKive - mycardkive.com

- Designing and developing a website for a startup creating a mobile and web application allowing users to maintain a digital archive of holiday cards
- Designing and creating infographics and icons
- · Collaborating with other members of the team, obtaining and providing feedback on the look and usability of the website

#### Marketing Graphic Design Intern Jan 2016 -March 2016 Yolux, Inc.

- Conducting research on how to effectively improve marketing results by utilizing design skills
- Performing all design related work including marketing materials and company website

Oct 2015 -**Tutor** Dec 2015

UCSD CSE Department

- Hold office hours to answer and guide students through class material
- Review weekly online homeworks for mistakes and comprehension

#### July 2015 -Lab Researcher, HCI Mobile Lab Aug 2015 National Taiwan University (NTU)

- Researched mobile virtual reality and its applications such as gaming, tours in museums, etc.
- Integrated Project Tango and the Durovis Dive headset in Unity with goals to generate a virtual environment without a 3D modeling tool
- Processed point cloud data obtained from Project Tango using segmentation to organize the environment by semantic mapping, allowing the device to learn

### **Web Admin**

March 2014 - June 2014

Center for Comparative Immigration Studies at UCSD

• Updated the organization website with recent publications and events using WordPress















