

# Serena Chao

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## Skills -----

**Software:** C, HTML/CSS, JavaScript, VBA, R, Verilog, Unity, Git, MATLAB, Arduino, Amazon Web Services

**Hardware:** Soldering, Circuit Analysis, PCB Design, Laser Cutting, 3D Printing, SolidWorks, Altium

**Misc:** Technical Writing, Project Management, Sprint Planning, Teaching, Budget Analysis, Public Speaking

## Education -----

**University of British Columbia**

**Sep 2014 – Dec 2019**

Bachelor of Applied Science in Electrical Engineering

## Industry Experience -----

**Outreach Instructor**, Actua | Northern Canada

**Jun 2020 – Aug 2020**

**Strategy Intern**, Gemic | Berlin, Germany

**Jan 2020 – Apr 2020**

- Analyze global issues, data, and insight to forecast technological and societal shifts then develop growth strategies for clients

**Project Manager**, Metanaut Labs | Remote / Vancouver, BC

**Jun 2019 – Dec 2019**

- Managed parallel roadmaps and backlogs for Oculus Quest (VR) and Magic Leap (AR) projects of Gadgeteer
- Coordinated and facilitated weekly sprint meetings using agile methodologies for our flagship puzzle game
- Documented key development decisions and community feedback to shape the long-term scope
- Created marketing materials for demos, pitches, and social media to reflect Gadgeteer's educational angle

**Digital Literacy Coordinator**, Geering Up UBC Engineering Outreach | Vancouver, BC

**Jan 2016 – Present**

- Oversaw the implementation of \$250,000+ for digital literacy programming across Geering Up's teams
- Founded a monthly workshop series to introduce 400+ youth to emerging technologies and computer science
- Spearheaded recurring annual initiatives such as Hour of Code in-school workshops and community appreciation nights
- Propelled small business growth by supporting other teams including staff recruitment, finances, & curriculum development

**Digital Innovation Associate**, BMO Financial Group | Toronto, ON

**May 2017 – Sep 2017**

- Launched the BMO Skill for Amazon Alexa as a key analyst responsible for user flow design and producing client presentations
- Curated monthly long-form blog posts on Confluence for fintech trends and engaged 50+ employees in readership

## Project Management Experience -----

**Interactive Orchestra Project Coordinator**, UBC Emerging Media Lab | Vancouver, BC

**Sep 2018 – Aug 2019**

- Developed and supported a VR project roadmap to create a conducting teaching tool on the Oculus Rift
- Liaised with the faculty and project members to lead weekly meetings, facilitate discussions, and maintain documentation

**Content Manager**, Wize Monkey | Vancouver, BC

**Feb 2019 – Jun 2019**

- Pitched, wrote, and edited SEO-optimized online marketing content for newsletters, blog posts, events coverage
- Structured marketing workflows and organizational systems to communicate the status of campaigns

**Content Writer**, nwPlus UBC | Vancouver, BC

**May 2018 – Apr 2019**

- Curated and contributed regular blog content to align with events and other marketing initiatives
- Established and oversaw the tone and voice of all marketing campaigns to ensure brand alignment across online platforms

**Co-Director**, Summerbridge Hong Kong | Hong Kong, China

**Jun 2018 – Aug 2018**

- Advised student teachers in planning 4 key events over the 5-week program for 200+ underprivileged Hong Kong students
- Optimized administrative systems such as evaluations, logistics, and documentation for efficiency and future reference