

Serena Chao

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Skills -----

Tech: C, HTML/CSS, JavaScript, VBA, R, Verilog, Unity, Git, MATLAB, Arduino, Jira, WordPress

Interpersonal: Public Speaking, Teaching, Curriculum Design, Project Management, Sprint Planning

Intrapersonal: Technical Writing, Storytelling, Budget Analysis, Design Thinking, Technical and Cultural Research

Education -----

University of British Columbia

Sep 2014 – Dec 2019

Bachelor of Applied Science in Electrical Engineering

Industry Experience -----

Strategy Intern, Gemic | Berlin, Germany

Jan 2020 – Jun 2020

- Analyzed 100+ global drivers to map dominant ideas, forecast cultural change, and understanding relevant value shifts
- Lead quantitative analysis to size and prioritize 5 growth platforms for new product development in the snacking industry
- Researched technology and FMCG industries to contextualize future opportunities among current competitive landscapes

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

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

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

Jan 2016 – Apr 2020

- 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

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

Writing & Project Management -----

Optimization of Ring Resonators as Silicon Reflectors for External Cavity Lasers, Undergraduate Thesis **Aug 2019**

- Investigated the effect of varied parameters on the performance of ring resonators against claims outlined in a reference paper
- Expanded the open source documentation for the Silicon Electronic-Photonic Integrated Circuits (SiEPIC) design kit on Github

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

- Facilitated two interactive, technical workshops on developing applications for voice assistants to groups of 30+ students
- 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