JEMMA KWAK

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EDUCATION

University of Calfornia Berkeley
B.A. Cognitive Science '20
Design Innovation

Relevant Coursework
Web Design, Human-Centered Design, Data Structures, Structure and Interpretations of Computer Programs

SKILLS

Adobe Xd, Illustrator, Photoshop, InDesign, Figma, Marvel, InVision

HTML5/CSS3, JavaScript, Ruby on Rails, Java, Python

PROJECTS

Piazza Redesign
A redesign of the question-and-answer platform used by students all across campuses.
bit.ly/piazza-redesign

AWARDS

Leadership Award
UC Berkeley's merit-based scholarship granted to students who demonstrate exceptional leadership in addition to academic success.

Crescenta Valley Town Council
One out of twelve awarded the Crescenta Valley Town Council Scholarship to students who demonstrate academic achievement, leadership, and excellence.

EXPERIENCE

Warner Bros. Entertainment (Summer 2017)
Consumer Intelligence Intern
- Used Tableau to create data visualizations for WB marketing to help filter and associate third and first-party data.
- Created Tableau dashboards to help visualize data for Stage 13 marketing and development team.

Warner Bros. Entertainment (Summer 2016)
Web Apps UI/UX Intern
- Worked on end-to-end redesign of an internal production resource site.
- Coordinated weekly sessions with WB Safety and front-end engineers.

ACTIVITIES & ORGANIZATIONS

Berkeley Innovation (Feb 2018 - Present)
Product Design Consultant
- Currently using the Human-Centered Design Process to create beautiful, usable experiences and interfaces.

BerkeleyTime (Sep 2017 - Present)
Head of Design
- Spearheaded UI overhaul of Berkeley's most popular online course catalog, utilized by over 26,000 students monthly.
- Created mockups and user flows, and updated site aesthetics.

CS 198/98, Web Design DeCal (Sep 2017 - Present)
Teaching Assistant
- Taught 100+ students front-end web design and development using HTML5/CSS3 and JavaScript and principles of UI/UX design.
- Led student cohort of 15+ students handson coding and design activities twice a week.

Innovative Design (Sep 2017 - Present)
Graphic Designer
- Created visual assets(logos, banners, fliers) pro bono for student organizations in a UI/UX-themed team.
- Worked directly with clients to brainstorm and iterate on designs.

CS KickStart (Spring 2017 - Present)
Head of Web Committee
- Directed a committee of 5-6 designers to redesign current CS KickStart website, which hosts all information for students and sponsors of the introductory CS program designed for incoming womxn at Berkeley.

EthiCAL Apparel (Jan 2017 - Aug 2017)
Design Associate
- Responded to design requests from local businesses and student organizations and pushed designs with a 24-48 hour turnover rate.
- Created designs for bi-weekly launches of EthiCAL's own branded line of clothing and accessories.