

Kendal Asprec

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EDUCATION

University of California, Berkeley
Bachelor of Arts, Cognitive Science
Aug 2016 - May 2020

Relevant Coursework:
Human-Centered Design, Web Design,
Ruby on Rails, Data Structures and
Algorithms, Principles and Techniques
of Data Science, The Structure and
Interpretation of Computer Programs,
Social Psychology

University of Minnesota, Twin Cities
User Interface Design Specialization
Jul 2018 - Oct 2018
Coursera

LEADERSHIP

**Pilipino Association of Scientists,
Architects, and Engineers | External
Vice President**
Aug 2016 - Present
Arranged infosessions, professional
development, and academic support
events. Established partnerships with
several companies. Rebuilt the 150+
person alumni network. Organized
FASTERCON, a 200+ person conference
for Filipinos in Silicon Valley.

**Cal Rotaract | Local Committee Co-
Chair**
Aug 2016 - Present
Planned and executed 11+ local
community service events, both small
and large scale. Led a 40 Bay Area local
service committee. Raised over \$30,000
to End Polio Now project.

WORK

IOST | Graphic Designer
Jun 2018 - Sep 2018
Prepared memes and GIFs to raise awareness
of the IOST cryptocurrency. Advertised
community events using the material. Reached
a combined total of 5k+ upvotes on niche
Reddit communities and popularity on other
social media platforms using memes and GIFs.

EXPERIENCE

FitFind
Oct 2018 - Dec 2018
Designed a mobile application that allows
users to find partners in activities to increase
motivation and encourage fitness. Individually
interviewed 12 people. Drafted low-fi, mid-fi,
and hi-fi wireframes. Conducted usability test-
ing with 5+ individuals.

Technology Reducer
Jul 2018 - Oct 2018
Created a mobile application that allows users
to track their phone usage and set time
restrictions, limiting the user's duration on their
phone. Collaborated with three other group
members on ideation, user research,
prototyping, and interface evaluation.

SKILLS

Design
Adobe XD, Figma, Balsamiq, Photoshop,
Illustrator, InDesign, After Effects

Programming
HTML, CSS, JavaScript/jQuery, Ruby on Rails,
Java, Python, SciPy, SQL