

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 testing 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