

# 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