

# MIMI SHALF

 [katharine.shalf@berkeley.edu](mailto:katharine.shalf@berkeley.edu)  
 [kmshalf.me](http://kmshalf.me)  
 [www.linkedin.com/in/mimishalf/](https://www.linkedin.com/in/mimishalf/)

## EDUCATION

### UC Berkeley • c/o 2020

B.A. Cognitive Science,  
Minor Computer Science,  
Certificate in Design Innovation

## SKILLS

**Tools** • Figma, Sketch, InVision,  
Adobe XD, Illustrator,  
Photoshop, InDesign,  
Premiere Pro, Microsoft Office

**Programming** • Python,  
Javascript, HTML/CSS,  
React JS, Java, SQL, Git

**General** • Teaching, User  
Research, Affinity Mapping,  
Wireframing, Web Design,  
Rapid Prototyping

## PROJECTS

### Sense-Able Computing

*UC Berkeley Disability Lab,  
Prof. Karen Nakamura*

Designed and prototyped a physical, tactile coding language using laser cut wood, cardboard, and Illustrator for visually impaired learners.

### Constructing Nets from 3-D Objects

*Design-Based Research Forum, Prof. Dor Abrahamson*

Utilized design-based research methods and cognition theory to perform a study with 8-12 year olds on their spatial understanding of nets and related 3-D objects.

## EXPERIENCE

### Design Museum Everywhere • Education Programs Apprentice

*Jun 2020 - Present*

- Worked with team to plan curriculum for and run a virtual 6-week summer program on design with six Cambridge high schoolers, and published learnings from program in an article with MIT Media Lab.
- Conducting research and creating content for the Design Museum's various programs, including Diversity and Inclusion training, We Design exhibit, and Design Togethers.

### Ubiquity Press • UX Design Intern

*Nov 2019 - Sep 2020*

- Designed Central Station, a central SaaS dashboard for all of Ubiquity Press's academic publishing tools, with two other interns.
- Interviewed 5 company stakeholders and 50% of company staff to understand the personas for the product and their needs.
- Created iterations of a prototype and visual design system for dashboard using Figma.

### Dialpad • Brand Design Intern

*Jun 2019 - Aug 2019*

- Created a brand illustration style that is now used as a part of Dialpad's new brand as of 2019.
- Designed social media assets, icons, and promotional materials using Sketch, Illustrator, and InDesign.

### Bumblebee Spaces • Design Consultant

*Feb 2019 - May 2019*

- Through Berkeley Innovation, designed a customer-facing website to show the company's brand and create a virtual product viewing experience.
- As a team of four, conducted 4 interviews, led 1 focus group, did 2 rounds of user testing, and created a high-fidelity prototype using Figma and Illustrator.

### Student Computing @ Cal Project • Student Project Assistant

*Jun 2018 - May 2019*

- Organized and ran a university laptop pilot study that provided students in need with loaner laptops.
- Analyzed data from pilot study and IT desk using Qualtrics, Excel, and ServiceNow to help inform outreach and support for student tech services.

## LEADERSHIP & ACTIVITIES

- Co-President of Ethical Apparel (2019-2020)
- Vice President of Design at Ethical Apparel (2018)
- Marketing Director at Berkeley Innovation (2019)
- CS88: Computational Structures in Data Science Junior Mentor (2020)