

Serina Li

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EDUCATION

University of California - San Diego

San Diego, California

Bachelor of Science

Expected June 2026

Major in Cognitive Science - Design and Interaction

- Cumulative GPA: 3.721/4.00
- Relevant Coursework: Front-end Development Basics, design 1, Neurobiology of Cognition

Lake Mary High School

- Weighted GPA 4.43
- Honors/Awards: Honor Roll, Summa Cum Laude
- Activities and Societies: Varsity Girls Golf, Art Appreciation Club
- Relevant Coursework: AP Art - Drawing, AP Psychology

August 2018 - May 2022

EXPERIENCE

University of California - San Diego Design Department

San Diego, California

User Interface (UI) and User Experience (UX) Design

September 2023 - December 2023

- Utilized applications like Figma to present a new prototype of the ZARA shopping website, demonstrating redesign, application, and user-friendly skills

Director of Visual Arts – The Asian Articles

Remote

Leadership

November 2020 - January 2022

- Managed graphic teams, working with members from Brazil to Taiwan and coordinating visuals for infographics of equality and inclusion on social media.
- Developed leadership, teamwork, and interpersonal skills.

Barista – Light on the Sugar Bakery and Cafe

Orlando, Florida

Customer Service

February 2021- September 2022

- Collaborated with bakers, baristas, and business owners to deliver satisfying customer service and aesthetics to food service.

Business Owner at Etsy

Remote

Model Making

August 2022 - Present

- Run a small business consisting of handmade jewelry personally made, managing the design of the brand, expenses, sales, marketing, and packaging.

SKILLS AND INTERESTS

- Technical Skills: Proficiency in Microsoft Excel, Figma, Procreate, Adobe Creative Suite
- Language Skills: Proficiency in written and spoken Mandarin Chinese
- Interests: Animation, Digital Design, Golf