SERENE SUPAKKUL

supakkuldesigns.com

CONTACT

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📞 (682) 217- 8183

📍 Los Angeles, CA
(US Citizen)

SKILLS

DESIGN
- Wireframing
- Prototyping
- Storyboarding
- Visual Design

TOOLS
- Adobe Xd
- Figma
- Adobe Illustrator
- Adobe Photoshop
- InVision
- Microsoft Office

RESEARCH
- User Testing
- Statistical Analysis
- Data Visualization
- User Interviews

PROGRAMMING
- HTMLS/HTML5
- CSS/CSS3

AWARDS

- Thomas J. Watson
  Scholarship

- MCMTA Scholarship
  1st Place

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES
B.S. Cognitive Science & Computing
Jun 2021 | GPA: 3.3

EXPERIENCE

UCLA DEVX
LEAD DESIGNER (StudySmart Team) | Oct 2019 - Present

- Conducted user-testing with 5 individuals through interviews, tasks, and surveys
- Performed data analysis on test results to identify usability issues
- Redesigned app UI in Adobe Xd in collaboration with engineering team based on
  UX testing and feedback
- Designed new logo and marketing graphics using Adobe Illustrator

WAZO
UI/UX DESIGN INTERN | Nov 2019 - Present

- Designed wireframes and prototypes for new app features
- Created style guide for app's font usage
- Redesigned and reviewed app's existing UI to improve flow and usability

IBM
DESIGN SHADOW | Summer 2019

- Created wireframes in Adobe Xd and produced deliverables in Adobe Illustrator
- Implemented IBM's Design Thinking strategies to contribute to design team's projects
- Received mentorship and guidance under IBM GSC's lead designer

SEOULA
GRAPHIC DESIGNER | Jun 2019 - Present

- Designed graphics, social media animations, and YouTube thumbnails using
  Adobe Illustrator and Adobe Photoshop
- Created Seoula's website by wireframing and prototyping in Adobe Xd
- Self-taught HTML and CSS to develop the website

PROJECT

TRIET
DESIGNER | Fall 2019

- Conducted user-research to establish solution to design problem statement
- Created personas and scenarios for target users of the app
- Designed wireframes and and interactive prototype of app using InVision
- Conducted user-testing and redesigned app features based on feedback