SERENE SUPAKKUL

supakkuldesigns.com

CONTACT

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- (682) 217- 8183
- Los Angeles, CA (US Citizen)

SKILLS

DESIGN
- Wireframing
- Prototyping
- Storyboarding
- Visual Design
- Product Design

TOOLS
- Figma
- Adobe Xd
- InVision
- Sketch
- Adobe Illustrator
- Adobe Photoshop

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

PROGRAMMING
- HTML/HTML5
- CSS/CSS3
- Javascript

AWARDS

- Thomas J. Watson Scholarship
- MCMTA Scholarship
  1st Place

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES
B.S. Cognitive Science & Computing
2021 | GPA : 3.38

EXPERIENCE

ROBLOX
UX DESIGN INTERN | Jun 2020 - Present
- Performed usability analysis on current UI and redesigned to improve color contrast, visual hierarchy, and layout to enhance accessibility and consistency across the platform
- Researched user pain points of a current feature experience
- Mapped user-flow and backend-flow of the feature's experience to holistically visualize user experience in consideration of engineering limitations

UCLA DEVX
LEAD DESIGNER (StudyB Team) | Oct 2019 - Mar 2020
- Conducted user-testing with target audience (interviews, task completion, surveys); performed data analysis on results to identify usability pain points of current interface
- Redesigned app UI in Adobe Xd in collaboration with engineering team based on UX testing feedback
- Designed new logo and marketing graphics with Adobe Illustrator

WAZO
UI/UX DESIGN INTERN| Nov 2019 - Feb 2020
- Designed wireframes, mockups, and prototypes for new mobile app features
- Created style guide for product's font usage
- Redesigned existing UI and improved flow and usability

SEOULA
HEAD OF MEDIA (Jun 2020 - Present) | GRAPHIC DESIGNER (Jun- 2019 - Jun 2020)
- Designed graphics, social media animations, digital fliers, and YouTube thumbnails using Adobe Illustrator and Adobe Photoshop
- Created branding and logo for Seoula's new content category on YouTube

PROJECT

TRIET
DESIGNER | Fall 2019
- Conducted user-research to establish solution to design problem statement
- Created personas and scenarios to outline user journey of the mobile app
- Designed end-to-end flows, wireframes, mockups, and and interactive prototype of app using InVision
- Conducted user-testing and redesigned app features based on feedback