



# SERENE SUPAKKUL

supakkuldesigns.com

## CONTACT

 [linkedin.com/in/serene-sup](https://www.linkedin.com/in/serene-sup)

 [serene.supakkul@gmail.com](mailto:serene.supakkul@gmail.com)

 (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