



SERENE SUPAKKUL

supakkuldesigns.com

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 and Figma based on UX testing and feedback
- Designed new logo and marketing graphics using Adobe Illustrator

WAZO

UI/UX DESIGN INTERN | Oct 2019 - Present

- Created style guide for app's font usage
- Redesigned and reviewed app's existing UI to improve flow and usability
- Ideated new app features and page layouts

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

SKILLS

DESIGN

Wireframing
Prototyping
Storyboarding
Visual Design

TOOLS

Adobe Xd
Illustrator
Figma
Photoshop
InVision

RESEARCH

User Testing
Statistical Analysis
Affinity Diagrams
Data Visualization
User Interviews

PROGRAMMING

HTML/HTML5
CSS/CSS3
C++
R

CONTACT

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

 serene.supakkul@gmail.com

 (682) 217- 8183

 Los Angeles, CA
(US Citizen)

RELEVANT COURSES

- UX Design
- Graphic Design
- Social Psychology
- Cognitive Science
- Psychological Statistics
- Mathematical Statistics

AWARDS

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