





# SERENE SUPAKKUL

supakkuldesigns.com

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-  Los Angeles, CA  
(Authorized to work in US)

## EDUCATION

**University of California,  
Los Angeles**

B.S. Cognitive Science,  
Specialization in Computing

2021 | GPA: 3.38

## SKILLS

### DESIGN

- Wireframing
- Prototyping
- Web Design
- Interface Design
- User Experience Design
- 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 (\$32,000)
- MCMTA Scholarship  
1st Place

## INTERESTS

Tennis, Dancing, Piano,  
Singing in the Shower

## WORK EXPERIENCE

### ROBLOX

UX DESIGN INTERN (Studio Core Team) | San Mateo, CA | Summer 2020

- Designed new user experience for weekly system updates in Roblox Studio to eliminate user pain points (i.e. work flow disruption, loss of work, productivity drop)
- Reduced disruption through optimization of notifications; improved productivity by allowing user freedom to choose moment of update
- Researched use cases and workflows of system-to-user communication to create a new universal notifications system to reduce information clutter and provide UI feedback to users
- Performed usability analysis on chat UI and redesigned to improve color contrast, visual hierarchy, and layout to enhance accessibility and consistency across the platform

### WAZO

UI/UX DESIGN INTERN | Los Angeles, CA | Nov 2019 - Feb 2020

- Created UI wireframes and mockups (Adobe Xd) at an early stage start-up to create an app that connects students and facilitates accessible mental health support through peer mentorship
- Designed new app features to document user progress and (mood tracker, notes, pinned messages, goal setter, mentorship history) and aid in achieving mental health goals

### SEOULA

HEAD OF MEDIA (Jun 2020 - Present) | GRAPHIC DESIGNER (Jun 2019 - Jun 2020)

- Designed graphics, social media animations, digital fliers, and thumbnails (Illustrator, Photoshop) for SEOULA (Kpop dance team on Youtube with 126K+ subscribers and 16M+ views)
- Created branding and logo for Seoula's variety content on YouTube

## PROJECTS

### STUDY B

LEAD DESIGNER | UCLA DevX | Oct 2019 - Mar 2020

- Redesigned UI and UX of an app for UCLA students to locate, book, and discover study spots on campus to increase studying productivity and reduce stress from overcrowded study spots
- Conducted 5 user-tests (interviews, task completion, surveys) and performed data analysis on results to identify usability pain points of current interface
- Created solutions to user pain points and improved UX of study room booking flow for app's launch in Dec 2019 and redesigned to modernized app UI and created a prototype (Adobe Xd)

### GRAPEVINE

UI/UX DESIGNER | Creative Labs | Winter 2020

- Designed an app for students to discover and connect with campus orgs based on their interests
- Created user-flow and hi-fi wireframes (Figma) of user onboarding, organization explorer, events, student profile, and organization profile pages for the first iteration of the app in 6 weeks

### TRIET

LEAD DESIGNER | Fall 2019

- Designed a health app for users to easily learn about different diets and recipes and create a personalized health plan
- Created a personalized experience through recommendations from user's goals, diet restrictions, food preferences, and interests
- Designed end-to-end flows, wireframes, mockups, and interactive prototype of app using InVision