



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 | Jun 2020 - Present

- 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 utilization of corner notifications; improved productivity by allowing 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