

SHANNON CHU

shannonchu.github.io
shannonchu@berkeley.edu
323-712-8742

I'm a UI/UX Designer who fuses a background in human cognition and design to deliver creative solutions. I work well with both digital and physical mediums and utilize user-centered design methods to bring ideas to life.

EDUCATION

2012 - 2016

University of California, Berkeley
BA Cognitive Science
Emphasis in Human-Centered Design

SKILLS

Design

Mockups / Branding / Layout / Interaction
Usability / Research / Testing

Tools

InDesign / Illustrator / Photoshop / Sketch
Omnigraffle / SolidWorks / SketchUp

Development

HTML / CSS / Ruby on Rails / JavaScript / Python

Fabrication

Prototyping / Laser Cutting / 3D Printing
Soldering / operating machinery

EXPERIENCE

JUNE 2015 - DEC 2016

UX Design Intern – UC Berkeley | Berkeley, CA

- Assisted the UX team in transforming the online experiences of 35,000+ students with UC Berkeley's Student Information Systems replacement project.
- Designed a class schedule sharing tool to increase course discovery and help students connect.
- Mapped the class planning & enrollment journey to convey student values to campus stakeholders.
- Established a student advisory group to solicit feedback and inform design decisions.

MAY - JUNE 2015

Design Intern – Justman Packaging & Display | Commerce, CA

- Crafted 3D models of product packaging and displays from 2D nets.
- Produced dielines and instructional materials for display and packaging assembly.

JUNE - AUG 2014

Software Engineer Intern – XEROX | El Segundo, CA

- Created and automated VM build scripts, performance tests, and code change reports.
- Produced stylesheets for build and test results for quicker review of the data.

JAN 2013 - DEC 2014

Design Editor, Sr. Layout Designer – The Daily Californian | Berkeley, CA

- Oversaw a team of 27 layout designers, graphic artists, and illustrators.
- Implemented a position that streamlined production & increased visual content in the publication.
- Served on the Senior Editorial Board to discuss high-level editorial and business decisions.
- Managed, edited, and approved design content on a daily 5 p.m. print deadline.

JUNE - AUG 2013

Graphic Design Intern – Ready Artwork | San Gabriel, CA

- Collaborated with the graphics team on branding, advertising, and web projects.
- Created wireframes and styleguides to support the development team.

ORGANIZATIONS

SEPT 2015 - MAY 2016

Project Developer – Cal Blueprint

UC Berkeley student group that develops web and mobile apps for nonprofits pro bono and fosters the use of technology for public welfare through various events.

JAN - MAY 2015

Consultant – Berkeley Innovation

Design agency at UC Berkeley that provides students with human-centered design projects for clients across the Bay Area.

SEP - DEC 2013

Innovative Design

UC Berkeley's student-run creative agency. Collaborated on a team of graphic designers to create designs for peers and on-campus organizations.