SHANNON CHU

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EDUCATION

AUG 2012 - MAY 2016

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

Coursework: Human-Centered Design / Product Development / Brain, Mind, & Behavior
Critical Practices: People, Places, Participation / Three-Dimensional Modeling for Design

EXPERIENCE

JUNE 2015 - Present
Student Information Systems (SIS) Project
UX Design Intern

Support the UX lifecycle around the desired future state of Academic Planning and Enrollment and Financial Aid tools for UC Berkeley students by researching the tools available to students today and bringing student voices and experiences into my work.

JAN 2013 - DEC 2014
The Daily Californian
Design Editor // Layout Designer

Served on the Senior Editorial Board to discuss editorial and business decisions for the newspaper and website. Managed and oversaw a design team of 27 layout designers, graphic artists and illustrators. Edited and approved final layout designs, graphics and illustrations, administered weekly schedules, and hired and trained new staff members.

SUMMER 2015
Justman Packaging & Display
Design Intern

Produced instructional materials for display and packaging assembly. Created dielines and 3-D models of displays.

SUMMER 2014
Xerox, Tools & Infrastructure Division
Software Engineer Intern

Generated, streamlined and updated virtual machine build performance tests and code change reports.

SUMMER 2013
Ready Artwork
Graphic Design Intern

Researched, conceptualized and designed new ideas in branding, marketing, packaging, and print & web designs. Created wireframes and style guides for developers.

EXTRACURRICULARS

2015 - PRESENT
Blueprint
Project Developer

Student group that creates web and mobile apps for our non-profit partners. Designed and developed a communications platform for Ashby Village, a Bay Area organization that helps senior citizens connect with each other to remain active and independent.
❯❯ *ashby-prod.herokuapp.com*

2015
Berkeley Innovation
Product Designer

UC Berkeley's premier human-centered design group. Conceptualized a mechanical arm extension for Revolve Robotic's telepresence robot, KUBI, to allow remote contact between medical professionals and patients in the hospital room.

SKILLS

Design
InDesign / Illustrator / Photoshop / Sketch
Wireframing / Branding / Packaging

Programming + Web
HTML / CSS / Ruby on Rails / Python
microcontrollers

User Experience
Research / Journey Mapping / Personas
Storyboarding / User Testing

Fabrication
Laser Cutting / 3D Printing / Soldering
circuit breadboarding / machine shop skills

3D Modeling
SolidWorks / SketchUp / Fusion 360

Editorial
Layout Design / Illustrations / AP Style

AWARDS

2015
CMYK Designathon

1st Place Overall

Designed *Rugged*, a shampoo product for Sierra Nevada, and an accompanying website with a team of designers and developers in a 4 hour-long competition.
❯❯ *rugged-shampoo.herokuapp.com*

Best Use of Lettering

Designed the lettering for the Rugge*d* logo to emulate Sierra Nevada's image and encapsulate the essense of the shampoo.

2015
Service Design Award
Finalist

The SIS Project's Financial Aid UX design work ranked in the top 13 of the Service Design Network's international competition recognizing outstanding service experience.