

SHANNON CHU

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EDUCATION

2012 - 2016

University of California, Berkeley
BA Cognitive Science

Emphasis in Human-Centered Design

SKILLS

Visual + Interaction Design

InDesign / Illustrator / Photoshop / Sketch
Omnigraffle / Mockups / Branding

User Experience

Research / Journey Mapping / Personas
User Testing / Storyboarding

Web Development

HTML / CSS / Ruby on Rails / basic Javascript

Editorial

Layout / Illustrations / AP Style

Fabrication

Prototyping / Laser Cutting / 3D Printing
Soldering / machine shop skills

3D Modeling

SolidWorks / SketchUp

ACCOMPLISHMENTS

NOV 2015

CMYK Designathon

1st Place Overall and Best Use of Lettering

Conceptualized *Rugged*, a fictitious shampoo product for Sierra Nevada, with a team of designers and developers in a 4 hour-long competition. Designed the logo's custom lettering and developed the brand identity.

EXPERIENCE

JUNE 2015 - Present

Student Information Systems (SIS) Project, University of California Berkeley UI/UX Design Intern

- Assist the UX team in transforming the user experiences of 40,000+ campus community members with UC Berkeley's Student Information Systems replacement project.
- Prototype, test and deliver user-centered designs for advisor tools based on insights from user research and testing with faculty, staff and students across various departments.
- Supported the UX lifecycle around the desired future state of student academic planning and enrollment tools by researching and mapping the class planning and enrollment journey.
- Organized a Design Thinking workshop on academic planning and enrollment to gather key student values and bring student voices to the project.

SEPT 2015 - MAY 2016

Ashby Village Project Designer & Developer, Cal Blueprint

- Designed, developed and launched a social platform in 12 weeks for Ashby Village, a Bay Area organization that helps senior citizens connect with each other and with the resources they need to remain active and independent.
- Developed using Ruby on Rails, HTML, CSS and Javascript with a team of 4 engineers in Cal Blueprint, a student organization that builds mobile & web applications for nonprofits pro bono.
- Conducted 20+ user interviews and tests to design an accessible and intuitive user interface.

MAY 2015

Justman Packaging & Display Design Intern

- Produced dielines and instructional materials for display & packaging assembly in Illustrator.
- Converted 2D product packaging and display nets to 3D models using SketchUp.

2013 - 2014

The Daily Californian

Design Editor (DEC 2013 - MAY 2014)

- Oversaw a team of 27 layout designers, graphic artists, and illustrators.
- Implemented a Head of Graphics & Illustrations position that streamlined the production process and increased visual content in the publication.
- Edited and approved design content on a daily 5 p.m. print deadline, administered weekly schedules and hired & trained 6 new staff members.
- Served on the Senior Editorial Board to discuss and vote on editorial and business decisions for the newspaper and website.

Senior Layout Designer (JAN 2013 - DEC 2014)

- Attended daily budget meetings to discuss and determine content and direction.
- Designed print layouts for all sections, which included news, opinion, arts & entertainment, sports and special issues twice a week.