

SHERYL CHANG

www.sherylchang.com
sheryl.chang@berkeley.edu
310-634-6788

EDUCATION

UC BERKELEY
BA Cognitive Science
August 2019

Design Innovation Certificate

SKILLS

DESIGN

Visual Design
Interaction Design
Experience Design
Web Design
Illustration
Ideation
Prototyping
Sketching
Wireframing
User Research
Usability Testing

SOFTWARE

Illustrator
Photoshop
Lightroom
Figma
XD
Keynote
HTML/CSS
JavaScript
Python
React
Mac
MS Office

LANGUAGES

Mandarin Chinese
Spanish (basic)

EXPERIENCE

PROJECT COORDINATOR
Genentech, South San Francisco / Remote
September 2019 - Present

Redesign and update department's internal websites. Onboard new hires and interns. Coordinate interns' welcome event and community programs. Assist leadership with operations work.

PRODUCT DESIGN INTERN

Devie, Remote
March 2020 - February 2021

Redesign website and mobile app screens using Figma. Revamped app interactions for activity library and messaging with chatbot. Conducted usability testing for website. Devie is getting acquired in February/March 2021.

WEB TEAM LEADER/VP OF OPERATIONS

Innovative Design, UC Berkeley
January 2018 - December 2018

Led team members in creating websites for on-campus clients. Taught members UI/UX design principles and prototyping software. Organized all club-wide and officer events.

PROJECTS

"SHOES OFF PLS" GRAPHICS

Freelance work, January 2020 - February 2020

Utilized Adobe Illustrator and Photoshop to create social media content for the podcast "Shoes Off Pls." Illustrations specifically done for the podcast's launch campaign and episode releases.

CIRCLE

Class project, July 2019 - August 2019

Went through human-centered design process with team to explore the relationship between conviviality and being alone. Created Circle, a mindfulness app connecting you to your loved ones in times of both success and hardship.

SELF-PRESENTATION IN SOCIAL MEDIA

User research class project, April 2019 - May 2019

Conducted diary study and follow-up interviews with 16 participants to better understand why people present themselves in a particular light on social media.