

# SHERYL CHANG

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## 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  
September 2019 - Present

Redesigned and improved the information hierarchy of department's internal websites. Streamlined the new hire onboarding experience. Assist leadership team with operations work.

### 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.

### DESIGN/FRONT-END ENGINEERING INTERN

DeepScribe, Berkeley  
June 2018 - August 2018

Designed the second version of the desktop application. Created illustrations for the company's website and pitch deck. Used JavaScript to add new features to the original web app.

## PROJECTS

### "SHOES OFF PLS" GRAPHICS

Freelance work, January 2020 - Present

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.