

SHERYL CHANG

VISUAL & PRODUCT DESIGNER

bit.ly/sheryl-chang-portfolio

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EDUCATION

UC BERKELEY

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

DESIGNER

Genentech, South San Francisco

September 2019 - Present

Improve the information hierarchy of employee-facing websites.
Redesign and reformat onboarding content for new hires.

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.
Added new features to the web application using Javascript.

PROJECTS

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.

CORGI-BOT

Class Project, September 2018 - October 2018

Went through human-centered design process with team to find a way to improve users' commutes on the UC Berkeley campus. Created Corgi-Bot, an interactive geotagged messaging service.