- Designed and developed a localized version of **git** in Java
- Created an efficient word **autocomplete** system in Java

Education

University of California, **Berkeley**
Class of **May 2017**
B.S. in **Electrical Engineering and Computer Science** // **GPA: 3.8**

Skills

Skills

Design/Multimedia: Photoshop, Illustrator, InDesign, Final Cut Pro
Web Development: HTML, CSS, JQuery, responsive design
Programming: Java, Python, MATLAB, SQL, Scheme
Language: Fluent verbal Mandarin, proficient Spanish, basic Taiwanese

Digital/Multimedia
Photoshop
Illustrator
InDesign
Final Cut Pro

Web Development
HTML
CSS (responsive design)
JQuery

Programming
Java
Python
MATLAB
SQL
Scheme

Language
Fluent verbal Mandarin
Proficient Spanish
Basic Taiwanese

Serena Chang

(417) 576-1316 // sychang@berkeley.edu // www.serenachang.me

EDUCATION

University of California, Berkeley // May 2017

B.S. in Electrical Engineering and Computer Science

GPA: 3.8

SKILLS

Digital/Multimedia
- Photoshop
- Illustrator
- InDesign
- Final Cut Pro

Web Development
- HTML
- CSS (responsive design)
- JQuery

Programming
- Java
- C
- Python
- MATLAB
- SQL
- Scheme
- AutoCAD Civil 3D

Languages
- Mandarin
- Spanish
- Taiwanese

HONORS

4-time Emmy Award winner for broadcast news stories at the Mid-America Chapter of the High School Student Television Awards

Dean's Honors

LeaderShape professional development camp attendee

WORK EXPERIENCE

CS Scholars // **Academic Tutor** // **Fall 2015 - Present**
- Lead study groups and tutor CS Scholars students in lower-division computer science courses

IBM Design // **Software Design Intern - Maelstrom Program** // **Summer 2015**
- Developed a smarter auto insurance offering with IoT in a business to business to customer ecosystem
- Facilitated over 20 interviews, designed software front-end through iterative prototyping and testing

Urban Design Consulting Engineers // **Engineering Intern** // **Summer 2014**
- Assisted in AutoCAD drawing, measurement, and spec analysis for 10 Bay Area urban design projects

Writing To Make A Difference // **Design Intern** // **Summer 2014**
- Rebranded two companies - logo, video, and presentation redesign using Adobe CS and Final Cut Pro

LEADERSHIP AND INVOLVEMENT

{Design.} DeCal // **Instructor** // **Fall 2015 - Present**
- Teach undergrad course on human-centered design, including user research, prototyping, and testing

Berkeley Student Design Council // **Co-President** // **Spring 2014 - Present**
- Lead meetings and organize interdisciplinary design workshops and keynotes for the campus community
- Partner with Google and Autodesk to run UX and 3D Printing Designathons with over 100 participants

Berkeley Innovation (BI) - Human-Centered Design Club // **Project Manager** // **Fall 2013 - Present**
- Facilitated and oversaw 10 corporate UI/UX/product design project teams, maintain BI's portfolio
- Offer design consulting and ideation sessions for over 1800 students at CalHacks Bay Area Hackathon

Society of Women Engineers // **National Member and Corporate Committee** // **Fall 2013 - Present**

RESEARCH

Samsung IoT User Experience Research // **User Researcher and UX Designer** // **Fall 2014 - Present**
- Explore design opportunities by prototyping a new flexible/stretchable wearable IoT device
- Prototype a new human-centered design roadmap and user test in workshops with undergraduates

Berkeley Center for New Media // **Front-End and Interaction Designer** // **Fall 2014 - Spring 2015**
- Develop the interface for an Android camera application to research counterfunctional design theory

NOTABLE PROJECTS

"Codi" - Diabetes companion watch and health tracker for children // **Spring 2015**
- Interviewed users, illustrated multiple mockup iterations, and created the video for the project

"WaitTime" - Research and prototype a human-centered IoT smart device for retail // **Fall 2014**

"Flare" - Location-based emergency response Android app // **Spring 2014**
- Conducted UX research, compiled app content, and contributed to front-end interface design

"KIN" - Prototyping a sustainable, versatile solar-powered lantern // **Spring 2014**
- Researched, designed, and branded a solar light fixture for use in developing countries

Researching and Retasking Google Glass for Law Enforcement // **Fall 2013**
- Worked with Accenture, interviewed and patrolled with police officers, constructed use case mockups

Designed a smarter auto insurance offering using IoT and connected vehicle technology
Facilitated 20 interviews,

SERENA CHANG

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- ▪ (417) 576-1316
- ▪ www.serenachang.me

EDUCATION

University of California, Berkeley - May 2017

B.S. in Electrical Engineering and Computer Science

GPA: 3.8/4.0

SKILLS

Design/Multimedia
- Photoshop
- Illustrator
- InDesign
- Final Cut Pro 7
- AutoCAD Civil 3D

Web Development
- HTML
- CSS (responsive design)
- JQuery

Programming
- Java
- Python
- C
- MATLAB
- SQL
- Scheme

Languages
- Mandarin
- Spanish
- Taiwanese

HONORS

4-time Emmy Award winner
- Broadcast news stories at the Mid-America Chapter of the High School Student Television Awards

Dean's Honors

LeaderShape
-Professional development camp attendee

WORK EXPERIENCE

Google // Associate Product Manager Intern // Summer 2016
- Lead product strategy and development of three new features for the Google Photos Assistant

CS Scholars // Academic Tutor // Fall 2015 - Present
- Lead study groups and tutor CS Scholars students in lower-division computer science courses

IBM Design // Software Design Intern - Maelstrom Program // Summer 2015
- Developed a smarter auto insurance offering with IoT in a business to business to customer ecosystem
- Facilitated over 20 interviews, designed software front-end through iterative prototyping and testing

Urban Design Consulting Engineers // Engineering Intern // Summer 2014
- Assisted in AutoCAD drawing, measurement, and spec analysis for 10 Bay Area urban design projects

LEADERSHIP + INVOLVEMENT

{design.} DeCal // Instructor // Fall 2015 - Present
- Teach undergrad course on human-centered design, including user research, prototyping, and testing

Innovative Design // Graphic Designer // Spring 2015
- Worked on logo and branding design for four campus organizations and events

Berkeley Student Design Council // Co-President // Spring 2014 - Present
- Lead meetings and organize interdisciplinary design workshops and speakers for the design community
- Partner with Google and Autodesk to run UX and 3D Printing Designathons for over 100 participants

Berkeley Innovation - Human-Centered Design Club // Project Manager // Fall 2013 - Present
- Facilitated and oversaw 10 corporate UI/UX/product design project teams, maintain club portfolio
- Offer design consulting and ideation sessions for over 1800 students at CalHacks Bay Area Hackathon

Society of Women Engineers // National Member and Corporate Committee // Fall 2013 - Present

Engineers Without Borders // Rainwater Catchment Team Member // Fall 2013
- Designed and implemented a rainwater harvesting and storage system for Kindergartens in Peru

RESEARCH

Samsung IoT User Experience Research // User Researcher and UX Designer // Fall 2014 - Present
- Explore design opportunities by prototyping a new flexible/stretchable wearable IoT device
- Prototyped a new human-centered design roadmap and user tested on small product teams

Berkeley Center for New Media // Front-End and Interaction Designer // Fall 2014 - Spring 2015
- Develop the interface for an Android camera application to research counterfunctional design theory

NOTABLE PROJECTS

"Codi" - Diabetes Companion Watch and Health Tracker for Children // Spring 2015
- Interviewed users, illustrated multiple mockup iterations, and created the video for the project

"WaitTime" - Smart IoT Device for Retail // Fall 2014
- Performed contextual inquiry of users, developed persona journey maps, and tested device prototype

"Flare" - Location-Based Natural Disaster Emergency Response Android App // Spring 2014
- Conducted UX research, compiled app content, and contributed to front-end interface design

"KIN" - Prototyping a Sustainable, Versatile Solar-Powered Lantern // Spring 2014
- Researched, designed, and branded a solar light fixture for use in developing countries

Researching and Retasking Google Glass for Law Enforcement // Fall 2013
- Worked with Accenture to interview and patrol with police officers, constructed use case mockups