SERENA CHANG

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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