

# 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

### 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 + 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