SERENA CHANG

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EDUCATION - UNIVERSITY OF CALIFORNIA, BERKELEY - CLASS OF 2017

~ B.S. in **Electrical Engineering and Computer Science** | Intended Minor in **Design Innovation** | **GPA: 3.922** (Dean's Honor)

~ Coursework includes: Structure and Interpretation of Computer Programs, Electricity and Magnetism, Linear Algebra, and Web and Graphic Design

EMPLOYMENT

Urban Design Consulting Engineers | *Engineering Intern*   **(6.2014 - 8.2014)**

~ Assisted in AutoCAD drawing, quantity measurement, and specification analysis for 10 of the company's Bay Area urban design projects

Writing to Make A Difference | *Design Intern*   **(5.2014 - 9.2014)**

~ Rebranded two affiliated companies' materials, including logo, video, and presentation redesign using Photoshop and Final Cut Pro

INVOLVEMENT AND EXPERIENCE

Berkeley Innovation (BI) - Human-Centered Design Club | *Project Manager and Web Development Team Member*   **(9.2013 - Present)**

~ Facilitate and oversee 10 corporate UI/UX/product design project teams, maintain the club's Behance portfolio, and redesign the organization website

~ Offer UI/UX design consulting and ideation sessions for over 1800 students at 2014 CalHacks Bay Area Hackathon

Samsung IoT User Experience Research | *Undergraduate Researcher and UX Designer*   **(9.2014 - Present)**

~ Work with Professor Alice Agogino and graduate students to research, brainstorm, and prototype an "Internet of Things" smart device for retail

Berkeley Center for New Media - Interactive Device Design | *Front-End Developer*   **(9.2014 - Present)**

~ Design and develop the user experience and interface for an Android camera application to research counterfunctional design theory

Berkeley Student Design Council | *Student Ambassador and Tech Team Developer*   **(3.2014 - Present)**

~ Member of an undergraduate consulting team to create Berkeley's new Design Innovation minor and organize "Design Month" onboarding workshops

~ Partnered with Google and CITRIS to organize a school-wide inaugural Designathon with 100 participants

Society of Women Engineers | *National Member and Berkeley Corporate and Professional Development Committee*   **(9.2013 - Present)**

Engineers Without Borders - Groundwater Arsenic Remediation in Peru's Altiplano Region   **(9.2013 - 12.2013)**

~ Designed and implemented a rainwater catchment and water storage system for Kindergartens in Carancas and Huanucollo, Peru

~ Co-authored the 41-page project monitoring report and evaluated designs using a "choosing by advantages" user-centered decision-making process

CalTV and ***Central Intelligence*** **(Broadcast Journalism)** | *Postproduction Editor, Videographer, and Reporter*   **(8.2010 - 12.2013)**

~ Collaborated with directors, reporters, and videographers to edit 2-4 minute daily Berkeley news and sports show segments for CalTV with Final Cut Pro 7

~ 4-time Emmy Award winner with *Central Intelligence* at the Mid-America Chapter of the High School Student Television Awards

NOTABLE PROJECTS

~ "**Recharger**" **Startup Co-Founder** | Create a hand-powered portable charger to extend mobile battery life and reduce electrical energy consumption

~ **"Flare" Android App** | Emergency resource to ping a user's location and status to local authorities during natural disasters, with a built-in rescue
    manual for self-response -- conducted UX research, compiled app content, and designed the front-end user interface

~ **Google Glass** | Worked with Accenture through BI to conduct ethnographic research and construct UI mockups for Law Enforcement use cases of Glass

~ **"KIN"** | With BI team, designed and prototyped a versatile, user-centered, sustainable solar-powered light fixture for use in developing countries

SKILLS

Programming		Design	Multimedia	Languages
Python	HTML / CSS / JQuery	User Research	Final Cut Pro 7	Fluent Verbal Mandarin
MATLAB	SQL	Rapid Prototyping	Photoshop/Illustrator	Proficient Spanish
Scheme	AutoCAD Civil 3D	UI/UX Design	InDesign	Basic Taiwanese