

# Serena Chang

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## 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 Maelstrom // Software Design Intern // 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