

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

Python
MATLAB
Scheme
AutoCAD Civil 3D
HTML/CSS
JQuery

Design

User Research
Rapid Prototyping
UI/UX Design

Multimedia

Final Cut Pro 7
Photoshop/Illustrator
InDesign

Languages

Fluent Verbal Mandarin
Proficient Spanish
Basic Taiwanese