Kelsey Choe

kelseychoe@berkeley.edu | (661) 755-8280 | Berkeley, CA | Website: https://wistfulme0w.github.io/github.io/

EDUCATION

University of California, Berkeley   **Berkeley, CA**
Bachelor of Arts in Media Studies with a Concentration in Digital Studies
GPA: 3.75   Graduation - Spring 2024
*Minor: **STS (Science, Technology, Society)** with emphasis in Human Contexts of Data and Computing*

EXPERIENCE

Online@BSE Immersive Virtual Classroom   **Berkeley, CA**
Researcher   February 2023 - Present
- Managed and created focus group research at Berkeley School of Education for the Immersive Virtual Classroom.
- Team-building and communication skills related to Education Technology, Virtual Learning, and Instructional Design.
- Proactively helped and researched for better technology support for WeConnect Barco Virtual Learning tech.
- Optimized the effectiveness of email communications, event scheduling invites, and facilitated focus group research.
- Gained skills in innovative tech by executing data management in the software Dedoose for collaborative research.

OSKI Tech Project   **Berkeley, CA**
Student Researcher for BCNM project   September 2023 - Present
- Berkeley Center for New Media student researcher on the Open Skills Knowledge Initiative with Technology.
- Presented project goals and findings to the Dean at the Center for Teaching and Learning conference at Berkeley
- Wrote literature reviews on digital pedagogy, education best practices, and technology accessibility needs.
- Aided in facilitating technology software workshops for learning introductory digital technology and software skills.
- Focus on diverse social-cultural approaches to research, technology education, and digital research methods.

Research at Berkeley School of Information   **Berkeley, CA**
Research Assistant   February 2023 - June 2023
- Applied qualitative analysis and grounded theory approaches for creating datasets and using that data to theorize.
- Organized and analyzed data to measure diversity in film (ie. tagging locations in raw data, and managing datasets).
- Performed sentiment analysis by creating annotations on video clips for machine learning training.
- Engaged in collaborative discussions and brainstorming sessions to train machine learning model, intro to NLP, SQLite.

The Daily Californian Newspaper   **Berkeley, CA**
Illustrator on Design Team   July 2021 - August 2022
- Designed and illustrated digital drawings for news articles, ensuring weekly newspaper publication.
- I learned storyboarding and design principles that informed my 3D art and animation exploration in Blender and Maya.
- Collaborated with the Design team, demonstrating reliability and strong communication between levels of management.
- Quick and creative technical use of Procreate, Adobe Illustrator, Creative Suite, and email/Slack team communications.

Berkeley School of Education Research Poster and Ribbon Cutting Events   **Berkeley, CA**
Higher Education Presentations   April 2024
- Facilitated data collection for BCNM-affiliated research initiatives and co-presented research to grants and faculty.
- Successfully presented findings and research to get two different projects(OSKI Tech and O@BSE) increased funding.
- Authored a research paper proposal and submitted to the Online Learning Consortium and presented findings to faculty.

RecWell (Recreational Sports Facility)   **Berkeley, CA**
Fit Staff   September 2023 - February 2024
- CPR-certified official staff member promoting student health at the University serviced the facility during gym hours.
- Effectively coordinated with staff through radio communication, enforced safety rules, and provided First Aid.
- Demonstrated leadership skills and contributed to maintaining a safe and healthy gym environment.

PROJECTS

Digital Archive Project   **Berkeley, CA**
Group member: Photogrammetry Lead   July 2023- August 2023
- Collaborated with a group to create a website archive that captures the theme of a college student's life through objects.
- Gained experience in using GitHub and VSCode and distributed version control systems, coding in Python.
- Skilled implementation of Python coding using HTML and CSS to design our collective web page as a digital archive.
- Utilized photogrammetry techniques in MetaShape software to create high-precision 3D renders of archival objects.

Journalism 267: Race, Resistance, and Incarceration Project   **Berkeley, CA**
Class Journalism Project Interviewer   September 2023- January 2024
- Student Visitor at San Quentin Prison every Tuesday for a shared class with Mount Tamalpais students.
- Hands-on practice with interpersonal exchanges between guest speakers and professional peers in the SQ newsroom.
- Planned a grant proposal for combining digital technology solutions for inequities around the Racial Justice Act in CA.
- Created a feature profile of one of my incarcerated classmates on the case of AI/ data futures in the Justice system.

SKILLS, AWARDS & INTERESTS

Skills: Digital research, Marketing design, Qualtrics, Procreate, Adobe PS, Python (CSS/HTML), MetaShape 3D photogrammetry
Awards: **Jarvis Research Fellowship Award through Berkeley Center for New Media, Berkeley Center for New Media (BCNM)**
Certificate Undergrad Student, Certificate in Social and Behavioral Research
Interests: Social Media Marketing and Engagement, Digital Communications, Research Paper Writing, Archival Research,
Learning Data Management, Turing Machine, Game Design, Coding, Art, Museum Education, Feminist Media Histories,
Cybercultures and Cybercommunities, VR/AR, New Media Theories

RELEVANT COURSEWORK

Courses: Queering Digital Cultures (Graduate Course - NWMEDIA 290), History and Theory of New Media (Graduate Course - NWMEDIA 200), Race, Resistance, and Incarceration (Graduate Course - JOURN 267)