

## Kelsey Choe

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### EDUCATION

University of California, Berkeley

Berkeley, CA

Bachelor of Arts in Media Studies with a Concentration in Digital Studies

GPA: 3.75

Graduated - Spring 2024

Minor: *STS (Science, Technology, Society) with emphasis in Human Contexts of Data and Computing*

### PROFESSIONAL EXPERIENCE

Online@BSE Immersive Virtual Classroom (IVC)

Berkeley, CA

Researcher

February 2023 - September 2024

- Wrote and edited research papers, posts, and media content to promote innovative projects in education technology.
- Created multimedia content for marketing campaigns, including YouTube videos, infographics, and web content.
- Conducted focus group research, ensuring accuracy and user-centered content design.
- Led SEO strategies for web content, increasing audience engagement and optimizing search engine visibility.

OSKI Tech Project

Berkeley, CA

Student Researcher for BCNM project

September 2023 - May 2024

- Produced content for digital workshops, including hands-on AI education for undergraduates and VR/AR
- Collaborated with professors to translate complex research findings into accessible materials for broader audiences.
- Designed engaging digital materials (infographics, visual aids) for project presentations, boosting research visibility.
- Presented findings to key stakeholders at the Berkeley Research Teaching and Learning Conference

Substitute Teacher at Downtown Charter Academy

Oakland, CA

Education Leader

June 2024 - Present

- Created lesson plans for Science, Math, and History, making complex concepts digestible for students.
- Developed multimedia presentations to enhance learning experiences in the classroom.

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.

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.
- Developed editorial visuals for print and online platforms, ensuring high-quality content aligned with brand voice.
- Optimized creative and technical use of Procreate, Adobe Illustrator, and email/Slack team communications.

Berkeley School of Education Research Poster and Ribbon Cutting Events

Berkeley, CA

Higher Education Conference Presentations

April 2024

- Facilitated data collection for BCNM-affiliated research initiatives and co-presented research to grants and faculty.
- Presented findings and research at the Research, Teaching, and Learning Conference increasing funding for O@BSE
- Authored a research paper proposal, submitted it to the Online Learning Consortium, and presented findings to faculty.

### PROJECTS

Digital Archive Project

Berkeley, CA

Group member: Photogrammetry Lead

July 2023- August 2023

- Gained experience in using GitHub and VSCode and distributed version control systems while 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

- Spearheaded discussions as a Student Visitor at San Quentin in a shared class with Mount Tamalpais students.
- Hands-on practice with interpersonal exchanges between guest speakers and professional peers in the SQ newsroom.
- Designed a grant proposal for combining digital technology solutions for inequity around the Racial Justice Act in CA.
- Wrote 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 technology research, pedagogical design, Adobe PS, Python, CSS/HTML/JSS, 3D photogrammetry, Public Relations and Marketing Communications, Google Sheets and Excel, Excellent writer

**Awards:** 1) Jarvis Research Fellowship Award from Berkeley Center for New Media (BCNM)

2) Certificate in Social and Behavioral Research

3) Undergraduate Certificate in New Media

**Interests:** History/Theory of New Media, Digital Communications, DEIBJ and Multicultural History, Archival Research, Turing Machine, Game Design, Coding, Museum Education, Feminist Media Histories, Cybercultures and Cybercommunities, VR/AR

### 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), Researching Digital Media (Spring 2024)