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 - Present
- Managed and created focus group research for the Immersive Virtual Classroom at Berkeley School of Education.
- Optimized email communications, event scheduling invites, documentation, and task prioritization.
- Wrote research papers including white papers, grant proposals, and media marketing for website content.
- Created marketing content for IVC technology and research project advertising via YouTube videos and channel design.

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 Berkeley Research Teaching and Learning conference.
- Collaborated with professors on AI education and research at Berkeley, bringing VR/AR workshops to students.
- Led a series of hands-on tech workshops for undergraduates, teaching essential digital and software skills.
- Wrote 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.

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.
- Advertised each weekly issue through relevant design practices that were eye-catching and informative of the article.
- 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
- 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 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)