

Serina Chang

USER EXPERIENCE DESIGNER AND RESEARCHER

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Career Objective

To accrue experience in User Interface Design, User Experience Research, and Information Architecture.

Experience

INFORMATION ARCHITECT, PINT INC, CA 2010-PRESENT

Analyzing user types and understanding informational and functional needs. Translation of research into wireframes, sitemaps and site structures, elements, mockups, and functional specifications of e-commerce and informational websites, custom web applications and extranets, both with and without content management systems. Devise strategies for search engine optimization (SEO), search engine marketing (SEM), and social media.

RESEARCH/LAB MANAGER, UCSD INTERACTIVE COGNITION LAB LA JOLLA, CA 2009-2010

Leading and managing multiple projects, including an interactive online annotating video website. Conducting and organizing a large scale ethnographic research study using live video cameras, GPS data involving 25 people. Managing multiple projects and overseeing project members throughout project entire life cycle. Contributed to the creation of class structures, exams, and grading. Leading discussions and teaching upper division Cognitive Science courses.

PRODUCT MANAGER, QUALCOMM SAN DIEGO, CA 2008-2009

Serving on the Design for User Experience (DUX) Team of Qualcomm, Corporate Research and Development in innovating, brainstorming, and developing new projects that enhance the human communication experience. Conducting user observations with live contextual ethnographic practices. Producing use cases, detailed task analyses, task and information flow models. Creating framework analyses for stakeholders outlining a human communication model. Creating consumption, activity, and workflow models to understand user behavior.

WEB DESIGNER, UNIVERSITY OF CALIFORNIA SAN DIEGO, CA 2005-2006

Maintain the Student Organizations and Leadership Opportunities website using HTML, DHTML, and Javascript. Creating wireframes, prototypes, and actual redesign of a prospective interactive website using Adobe Photoshop, Illustrator, and Dreamweaver. Participate in designing and testing the usability of the Student Organization Search Database. Contribute to design and usability testing panels with other web designers to implement new ideas.

Education

University of California, San Diego - B.S. in Cognitive Science with a Specialization in Human Computer Interaction. Graduated Magna Cum Laude Class of 2007.

Skills

Interface design, human factors, usability, information architecture, wireframes, rapid prototyping, personas, contextual inquiry, task flow and workflow analysis, consumption modeling, functional specifications, competitive analysis, information and data visualization. Proficiency in Photoshop, Illustrator, Dreamweaver, Omnigraffle, Visio.

Languages

Native speaker of English and Mandarin Chinese.