

# Serina Chang

USER EXPERIENCE DESIGNER AND RESEARCHER

SAN DIEGO, CA

serina@gmail.com  
<http://www.rhizumu.org>

## Career Objective

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

## Experience

### RESEARCH ASSOCIATE/LAB MANAGER, UCSD INTERACTIVE COGNITION LAB LA JOLLA, CA 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, LiveScribe pens, GPS data involving 25 people. 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.

### RESEARCHER, CAL(IT)2 INTERACTIVE COGNITION LAB LA JOLLA, CA 2006-2007

Serving on the Wireless Internet Information System for Medical Response in Disaster (WIISARD) ethnographic research team evaluating medical disaster response. Collaboration with emergency responders from the County of San Diego to better understand information and communication flow in critical situations. Usability testing of new medical devices and their interfaces. Use of video ethnography of live drill procedures, coding data, and data analyses. Drafting and modeling workflows of disaster response and creating user personas. Programming through MATLAB to visualize data information.

### 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.