



serena epstein

ux designer & illustrator



serenae.com



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EXPERIENCE

2013 - present
2010 - 2011
(5 years)

Penn State University

*Web Designer & Developer,
Teaching & Learning with Technology*
Worked with research faculty and university departments on web and UX projects. Key responsibilities included UX design, wireframing and mockups, frontend web development using WordPress, PHP, HTML, CSS.

2013 - present
(4 years)

Oh Plesiosaur

Owner & Illustrator
Founded retail business for nature-inspired art, accessories, and apparel. Managed all aspects, including original designs, market research, manufacturing, branding, web design, sales, social media, customer service, and more.

2011 - 2013
(2 years)

The American School of Tangier

*Head Librarian & Educational
Technology Specialist*
Ran K-12 school library, including research, teaching, and fundraising. Developed AST Blogs, a school-wide blogging system for faculty and students; provided training. Recruited and managed library employees and volunteers.

2009 - present
(8 years)

Private Practice

Freelance Designer
Graphic & web design, branding for individuals, nonprofits, embassies, and small businesses.

Past clients:

- National Wildlife Federation
- Embassy of France
- Smithsonian Institute
- Alliance Française de Washington
- University of Mary Washington

EDUCATION

2006 - 2009

University of Mary Washington
B.A. in English Literature
(Graduated with honors; Cum Laude)

SKILLS



Photoshop
Illustrator
InDesign



UXPin
Sketch
Balsamiq



WordPress
Bootstrap
PHP, HTML, CSS



English
French
Japanese

ABOUT ME

With over **eight years** of experience as a creative professional, my work has spanned web, print, illustration, product design, and a few continents.

Education and science make my heart go pitter-pat, and I'm a seasoned problem-solver and communicator who loves developing simple, **user-friendly** solutions to design challenges.

When I'm not working, I spend my time trying to be funnier than my too-funny wife and smarter than my too-smart cat. My home is filled with plants and books, my passport is filled with stamps, and (on a good day) my belly is filled with fruit tart. Ask me about **sharks**, **picture books**, or **Morocco**.

 [linkedin.com/in/serenae](https://www.linkedin.com/in/serenae)

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