



# serena epstein

designer, writer, and illustrator

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## EXPERIENCE

**2013 - present**  
**2010 - 2011**  
(6 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, and content strategy.

**2013 - present**  
(5 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 and fundraising. Developed AST Blogs, a school-wide blogging system for faculty and students; provided training. Recruited and managed library employees and volunteers. Designed and taught high school creative writing class.

**2009 - present**  
(9 years)

**Private Practice**  
*Freelance Designer*

Web & print design, branding, and copywriting for nonprofits, embassies, and small businesses.

Notable clients:

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