



serena epstein  
USER EXPERIENCE DESIGNER (she/her)

*I make nice things for other humans, grounded in research and fueled by cross-functional collaboration.*

## experience

- SHOAL**  
2013 - present  
**Owner & Illustrator**  
Founded retail business for nature-inspired art, accessories, and apparel. Managed all aspects, including product design, market research, manufacturing, branding, web design, sales, social media, and customer service. Collaborated with artists and nonprofits. Directed fundraisers resulting in over \$120k donations since 2017.
- MONTEREY BAY AQUARIUM**  
(6-month capstone)  
2019  
**Product Manager / UX Designer**  
Created INK, a digital notebook app for education. Led student capstone team through foundational research, multiple design cycles, usability testing, and delivery of the final interactive prototype. Delivered comprehensive documentation and marketing materials to help client with development and funding.
- PENN STATE UNIVERSITY**  
2013 - 2018  
2010 - 2011  
**UX Designer**  
Led design and front-end development on a range of UX projects for faculty and staff. Created tools that allowed new teachers to practice skills, helped students reinforce learning, launched STEM initiatives in the community, and more. Supported WordPress multisite for student and faculty stakeholders.
- THE AMERICAN SCHOOL OF TANGIER**  
2011 - 2013  
**Head Librarian & Education Technology Specialist**  
Ran K-12 school library in Morocco. Expanded library catalog and services on a tight budget through fundraising initiatives, volunteer recruitment, and community events. Developed school-wide WordPress platform, providing support for faculty and students through workshops and tutorials.
- FREELANCE**  
2009 - 2018  
**Designer**  
UX design, print design, branding, and content strategy for nonprofits, embassies, and small businesses.  
*Notable clients: Alliance Française de Washington, Embassy of France, National Wildlife Federation, Smithsonian Institute.*

## education

- 2019 **University of California, Irvine**  
Master's in Human-Computer Interaction & Design (MHCIID)
- 2009 **University of Mary Washington**  
B.A. in English Literature

hello!

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## skills

- Design**  
UI design  
Interaction Design  
Product Design  
Sketching  
Wireframing  
Prototyping  
Data Visualization  
Illustration
- Research**  
Usability Test  
Survey  
Contextual Inquiry  
Focus Group  
Cognitive Walkthrough
- Development**  
PHP / HTML / CSS  
WordPress  
Bootstrap
- Tools**  
Sketch  
InVision  
Figma  
Photoshop  
Illustrator  
InDesign
- Languages**  
English  
French  
Japanese

*Ask me about sharks, picture books, or Morocco.*