



serena epstein

USER EXPERIENCE RESEARCH & DESIGN (she/her)

*I make nice things for other humans, grounded in research and inclusive experiences.*

## education

2019 **University of California, Irvine**  
Master's in Human-Computer Interaction & Design (MHCID)

2009 **University of Mary Washington**  
B.A. in English Literature

## 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, UX design, sales, social media, and customer service. Collaborated with artists and nonprofits. Directed fundraisers resulting in over \$130k donations since 2017.

**MONTEREY BAY AQUARIUM**  
(6-month capstone)  
2019  
**UX Researcher & 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 programs on a tight budget through fundraising initiatives, volunteer recruitment, and community events. Developed school-wide WordPress platform, while providing workshops and tutorials to support faculty and students.

**FREELANCE**  
2009 - 2019  
**Designer**  
UX design, print design, branding, content strategy, and design workshops for nonprofits, embassies, and businesses.  
*Notable clients: Alliance Française de Washington, Embassy of France, Facebook, National Wildlife Federation, Smithsonian Institute.*

hello!

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## skills

### Research

Usability Testing  
Interviews  
Focus Groups  
Surveys  
Contextual Inquiry  
Personas & Archetypes  
Cognitive Walkthroughs  
Heuristic Evaluations  
Accessibility

### Design

UX/UI Design  
Product Design  
User-Centered Design  
Experience Design  
Interaction Design  
Sketching  
Wireframing  
Interactive Prototyping

### Development

PHP / HTML / CSS  
WordPress / Bootstrap

### Tools

Sketch  
InVision  
Figma  
Photoshop  
Illustrator  
InDesign

### Languages

English (native)  
French (advanced)

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