



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. Ran market research, designed and launched products, spearheaded community initiatives, and more.

#### RESEARCH HIGHLIGHTS

*Used customer surveys to inform product decisions. Researched IP law and built a database to help artists fight infringement.*

### 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, design, usability testing, and delivery of the final interactive prototype.

#### RESEARCH HIGHLIGHTS

*Conducted interviews, observations, focus groups, card sorts, and surveys to understand user needs, culminating in usability testing with students and teachers to further refine app development.*

### PENN STATE UNIVERSITY

2013 - 2018  
2010 - 2011

#### UX Designer

Led design on a range of UX projects for faculty and staff. Created tools for academic research projects and STEM initiatives.

#### RESEARCH HIGHLIGHTS

*Worked with College of Education researchers to create Chatbot, a virtual role play tool that helps new teachers practice difficult conversations with students in multiple scenarios.*

### THE AMERICAN SCHOOL OF TANGIER

2011 - 2013

#### Education Technology Specialist & Head Librarian

Ran K-12 school library in Morocco. Developed and implemented school-wide technology initiatives impacting students of all ages.

#### RESEARCH HIGHLIGHTS

*Conducted focus groups and diary studies in collaboration with university researchers as part of an international study to understand technology adoption among middle schoolers.*

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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.*