



serena epstein

USER EXPERIENCE DESIGN & RESEARCH (she/her)

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

serenae.com

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education

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

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

experience

ARTIUM
2023 - 2024

Senior Product Designer

Spearheaded design across a suite of AI apps that drive and facilitate human-AI collaboration within technology companies.

DESIGN HIGHLIGHT

Created new design paradigms for interacting with generative AI, then built rapid, iterative prototypes to save engineering time, align with stakeholders, and validate our approach with hands-on user research.

MAHMEE
2022 - 2023

Senior Product Designer

Reimagined patient experience of pregnancy and postpartum care, while speeding up care providers. Designed high-impact systems: task management, automations, notifications, data visualizations, and events. Improved agile processes across product and design teams.

DESIGN HIGHLIGHT

Led redesign of mobile app experience. Tested company rebrand concepts with users, created interactive prototypes for buy-in from stakeholders, and built Figma design system to keep internal & external teams aligned.

SESH
2020 - 2022

Head of User Experience

Led UX/UI design and research across the company. Designed and shipped a parenting app that helps reduce tantrums and build healthy relationships, supplemented by machine learning and AI.

DESIGN HIGHLIGHT

Built Figma design system from the ground up, ensuring consistency and fast iteration across design and engineering teams.

**PENN STATE
UNIVERSITY**
2013 - 2018

UX Designer

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

DESIGN HIGHLIGHT

UX/UI design for Chatbot, an AI chatbot that helps new teachers practice difficult conversations with students. Created layout, styles, and interactions as well as front-end development.

SHOAL
2013 - present

Owner & Illustrator

Founded retail business for nature-inspired art, accessories, and apparel. Designed and launched a wide range of products, from initial concept sketches to manufacturing and marketing.

DESIGN HIGHLIGHT

UX design and front-end development for shopshoal.com. Implemented user-centered ecommerce features like quick checkout, back in stock notifications, digital downloads, and product reviews.

skills

Design

UX/UI Design
Product Design
AI Design
Experience Design
Interaction Design
Design Systems
Content Strategy
Accessibility
Sketching
Wireframing
Interactive Prototyping
Branding

Research

Usability Testing
Interviews
Focus Groups
Surveys
AI Research
User Observation
Contextual Inquiry
Cognitive Walkthroughs
Heuristic Evaluations

Development

PHP / HTML / CSS
WordPress / Bootstrap
Shopify / Liquid

Tools

Figma
Miro
ChatGPT
Photoshop
Illustrator
Sketch
InVision
UserTesting

Languages

English (native)
French (advanced)

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