

Work Experience

Senior Product Designer / ARTIUM 2023 - 2024

- Spearheaded design across a suite of AI apps that drive and facilitate human-AI collaboration within technology companies.
- Co-created APEX, an AI product planning app that converts any idea into a fully executable product vision and roadmap: apex.artium.ai
- Created new design paradigms for interacting with generative AI.
- Built rapid, iterative prototypes to save engineering time and align with stakeholders.
- Led continuous user research studies, evaluating our product for executives, marketing professionals, product managers, engineers, designers, and potential clients.

Senior Product Designer / MAHMEE 2022 - 2023

- Reimagined patient experience of pregnancy and postpartum care.
- Led redesign of medical care mobile app experience and company rebrand. Ran user studies and surveys to test rebrand concepts.
- Sped up care providers, saving 4+ hours of work each week per employee.
- Designed high-impact systems: task management, automations, notifications, data visualizations, and events.
- Built Figma design system to keep internal & external teams aligned.
- Improved agile processes across product and design. Mentored designers.

Head of User Experience / SESH 2020 - 2022

- Led UX/UI design and research across the company. Managed and mentored junior designers.
- Designed and shipped a parenting app that helps reduce tantrums and build healthy relationships, supplemented by machine learning and AI.
- Built Figma design system from the ground up, ensuring consistency and fast iteration across design and engineering teams.

UX Designer / Penn State University 2013 - 2018

- Led design on a range of UX projects for faculty and staff.
- Created tools for academic research projects, STEM initiatives, and more.
- Designed an AI chatbot that helps new teachers practice difficult conversations with students. Created layout, styles, and interactions as well as front-end development.

Founder & Creative Director / Shoal 2015 - present

- Founded a retail business for nature-inspired art, accessories, and apparel.
- Designed and launched over 700 physical products, from initial concept sketches to prototypes, technical specs, sourcing, manufacturing, marketing, and customer service.
- 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.

Contact

Portfolio: serenae.com

LinkedIn: linkedin.com/in/serenae

Email: epstein.serena@gmail.com

Phone: 703 489 7378

Education

University of California, Irvine

Master's in Human-Computer Interaction & Design (MHCID)

University of Mary Washington

B.A. in English Literature & Creative Writing

Skills

Design

- UX/UI Design
- Product Design
- AI Design
- Experience Design
- Interaction Design
- Design Systems
- Content Strategy
- Accessibility
- 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

Tools

- Figma
- Miro
- ChatGPT
- Photoshop
- Illustrator
- Sketch
- InVision
- UserTesting