



## USER EXPERIENCE DESIGNER

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### EDUCATION

**University of California, Berkeley**  
**Master of Information Management**  
**& Systems, UX/UI Design Focus**

*Class of 2017*

*3.94 GPA*

**University of California, San Diego**  
**Cognitive Science, B.S.**

**Studio Art Minor**

*Class of 2013*

*3.64 GPA*

### DESIGN TOOLS

*Photoshop, Illustrator, InDesign*  
*Sketch, PoP, Framer Studio*

*HTML/CSS*

*JavaScript & jQuery*

*Optimizely, Google Analytics*

*SendWithUs*

*Procreate*

*Tableau, d3, Highcharts*

*Tinkercad, 3D-Printing*

*Inks, Oils, Guache*

### DESIGN SKILLS

*Python, R, Arduino*

*Ethnography, Coding*

*Survey Design*

*Contextual Inquiries*

*Interviews*

*Affinity Diagramming*

*Personas*

*Scenario Creation*

*Storyboarding*

*Wireframing*

*Think Alouds*

*Heuristic Evaluations*

*A/B Testing*

*Multi-variate Testing*

*Lean/Agile Methodology*

*Interaction Design*

*Behavioral Economics*

*Vision Neuroscience*

### RECENT PROJECTS | August 2016 – Present

**UX Design Researcher • • • Google ATAP & UC Berkeley under NDA**

Skills & Tools: contextual inquiry, survey development and analysis, research design, prototyping, sensors

Project Goal: To conduct user research to further inform redesigns of prototypes and evaluate user needs.

**UI Design Teacher's Assistant • • • UI Design Graduate Course, UC Berkeley**

Skills & Tools: understanding of cognitive perceptual principles, UX research and design best practices

Project Goal: To mentor teams through the research and design process alongside Robert Youmans, PhD.

### WORK EXPERIENCE

**UX Design and Growth Intern • • • Tinkercad, Autodesk Inc.**

*Summer 2016*

- Increased growth rate of community (2.5mill+ large) by 1.1% with agile PokemonGo design initiative.
- Spearheaded 3D-game dev. and virtual reality initiative while increasing collaboration across emerging tech, game dev, 3D-manufacturing, engineering, and marketing teams.
- Optimized site information architecture and design for scalability and user on-boarding experience.

**Data Analyst & Lab Manager • • • Sex-Specific Autism/Psychiatric Genetics, UCSF**

*2013 – 2015*

- Designed a new workflow that reduced error rates and redundancies in lab functions through interviews, storyboarding, and visual interventions.
- Conducted research analyzing 150,000+ individuals with 4,000,000+ genetic data points each, as well as survey data, to uncover associations to diseases and disorders between sexes; publication in review.
- Designed, presented, and clearly communicated qualitative and quantitative results with data visualizations.

**Computer Vision Researcher, Visual Designer • • • Decision Making, UCSD**

*2012 – 2013*

- Our algorithm correctly classifies facial expressions well above chance based on eye-tracking data (our avg. = 36.3%, chance = 16.7%); also able to identify idiosyncratic scan paths unique to individuals. Published twice.
- Designed face visualization stimuli for accurate analysis of eye-tracking data.
- Storyboarded study design, beginning with judgment task and ending with machine learning.
- Recruited undergraduate subjects through an online system, evaluated right-handedness, and ran subjects.

**Sensation & Perception Teacher's Assistant • • • CogSci. Upperdiv. Course, UCSD**

*2012 – 2013*

- Designed and facilitated lectures and interactive workshops for 300 and 60 students, respectively, teaching cognitive science principles (such as Gestalts, color and color-blindness, visual illusions like motion parallax, and sound recognition) via illustrations, diagrams, and experiments adaptable to different learning styles.
- Earned a rating of 4.6/5.0 from my students.