MIMI SHALF

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EDUCATION

UC Berkeley • c/o 2020

B.A. Cognitive Science,
Minor Computer Science,
Certificate in Design Innovation

SKILLS

Tools • Figma, Sketch, InVision, Adobe XD, Illustrator, Photoshop, InDesign, Premiere Pro, Microsoft Office

Programming • Python, Javascript, HTML/CSS, React JS, Java, SQL, Git

General • Teaching, User Research, Affinity Mapping, Wireframing, Web Design, Rapid Prototyping

PROJECTS

Sense-Able Computing
UC Berkeley Disability Lab, Prof. Karen Nakamura

Designed and prototyped a physical, tactile coding language using laser cut wood, cardboard, and Illustrator for visually impaired learners.

Constructing Nets from 3-D Objects
Design-Based Research Forum, Prof. Dor Abrahamson

Utilized design-based research methods and cognition theory to perform a study with 8-12 year olds on their spatial understanding of nets and related 3-D objects.

EXPERIENCE

Design Museum Everywhere • Education Programs Apprentice
Jun 2020 - Present

- Worked with team to plan curriculum for and run a virtual 6-week summer program on design with six Cambridge high schoolers, and published learnings from program in an article with MIT Media Lab.
- Conducting research and creating content for the Design Museum's various programs, including Diversity and Inclusion training, We Design exhibit, and Design Togethers.

Ubiquity Press • UX Design Intern
Nov 2019 - Sep 2020

- Designed Central Station, a central SaaS dashboard, with two other interns.
- Interviewed 5 company stakeholders and 50% of company staff to understand the personas for the product and their needs.
- Created iterations of a prototype and visual design system for dashboard using Figma.

Dialpad • Brand Design Intern
Jun 2019 - Aug 2019

- Created a brand illustration style that is now used as a part of Dialpad's new brand as of 2019.
- Designed social media assets, icons, and promotional materials using Sketch, Illustrator, and InDesign.

Bumblebee Spaces • Design Consultant
Feb 2019 - May 2019

- Through Berkeley Innovation, designed a customer-facing website to show the company's brand and create a virtual product viewing experience.
- As a team of four, conducted 4 interviews, led 1 focus group, did 2 rounds of user testing, and created a high-fidelity prototype using Figma and Illustrator.

Student Computing @ Cal Project • Student Project Assistant
Jun 2018 - May 2019

- Organized and ran a university laptop pilot study that provided students in need with loaner laptops.
- Analyzed data from pilot study and IT desk using Qualtrics, Excel, and ServiceNow to help inform outreach and support for student tech services.

LEADERSHIP & ACTIVITIES

- Co-President of EthiCAL Apparel (2019-2020)
- Vice President of Design at EthiCAL Apparel (2018)
- Marketing Director at Berkeley Innovation (2019)
- CS88: Computational Structures in Data Science Junior Mentor (2020)