dina bseiso

USER EXPERIENCE DESIGNER

415.244.6040 • www.dinabseiso.com • dina.bseiso@berkeley.edu

EDUCATION

University of California, Berkeley
Master of Information Management
& Systems, UX/UI Design Focus
Class of 2017
3.93 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
Invision, Figma
HTML/CSS
JavaScript & jQuery
Optimizely, Google Analytics
Procreate
Tableau, d3, Highcharts
Tinkercad, 3D-Printing
Inks, Oils, Guache
Watercolors

DESIGN SKILLS

Ethnography, Coding
Survey/Interview Design
Contextual Inquiries
Affinity Diagraming
Personas
Storyboarding
Wireframing
Think Alouds
RITE Method
Heuristic Evaluations
A/B Testing
Multi-variate Testing
Lean/Agile Methodology
Graphic Design
Illustration
Behavioral Economics
Vision Neuroscience

RECENT PROJECTS | August 2016 – Present

Interaction Design & Research · · · Virtual Reality for Social Good, Capstone Proj.
Skills & Tools: qualitative research methods, storyboarding, Unity
Project Goal: To design a compelling experience around climate change that prompts users to volunteer for a cause within virtual reality, with positive consequences offline.

UX Designer · · · HP Labs & UC Berkeley
Skills & Tools: sketching, prototyping, research design, interview development, Illustrator
Project Goal: To design a family of products that capture laughter in unconventional ways.

UX Design Researcher · · · Google ATAP & UC Berkeley under NDA
Skills & Tools: contextual inquiry, survey development and analysis, research design, prototyping, sensors
Project Goal: To evaluate user needs to further inform redesigns of prototypes.

UI Design & Interface Aesthetics TA · · · UI Design Graduate Courses, UC Berkeley
Skills & Tools: understanding of perceptual principles, UX research and design best practices, visual design principles, Illustrator + Photoshop
Project Goal: To mentor teams through the research and design process alongside Robert Youmans, PhD (for UI Design), and fundamental visual design principles alongside Kimiko Ryokai, PhD and Lisa Prescott (for Interface Aesthetics).

WORK EXPERIENCE

UX Design & 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. Published Dec. 2016 in Genetics.
• Designed, presented, and clearly communicated qualitative and quantitative results with data visualizations.

CogSci Researcher & Visual Designer · · · Decision Making & Linguistics, UCSD
2012 — 2013
• Designed face visualization stimuli for accurate analysis of eye-tracking data in decision-making.
• Storyboarded study design, beginning with judgment task and ending with machine learning.
• Conducted eye-tracking studies on preschool children to study language acquisition/recognition.
• Learned bilinguals and monolinguals recognize vocal identities from their native tongue best; with regard to 2nd languages, rate of identification correlates to earlier exposure to 2nd language