

# Selena Shang

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## EDUCATION

### UC BERKELEY

BS IN ELECTRICAL ENGINEERING &  
COMPUTER SCIENCE

Expected December 2016

EECS GPA: 3.7 | GPA: 3.56

## SKILLS

### TECHNOLOGY

Python • Java • C • SQL • HTML • CSS •  
PySpark • Adobe Creative Suite •  
Salesforce • Auto CAD • MATLAB •  $\LaTeX$

### LEADERSHIP

Fall 2016 • UC Berkeley TA, CS 186

Introduction to Database Systems,  
Rating: 4.94/5.0

Jan. 2016-present • Mentor, Berkeley  
Engineers and Mentors

2014-2015 • Video Team Project Lead,  
edX @ Berkeley

2013-2014 • Conference Committee &  
Academic Committee leader of Women in  
Science and Engineering Theme Program  
2013-2014 • CS Kickstart Organizers  
Grants Team & Lab Assistant

## PERSONAL PROJECTS

Personal Website

- HTML, CSS, Javascript, Bootstrap

Behance Portfolio

- Adobe Illustrator, Photoshop

Office Hours Web App

- Python, Flask

IXL Learning Redesign / Zappos ZapPoints

- Wireframing, Product Development

Chang Craves (Startup Catering)

- Lean Canvasing

## COURSEWORK

### MAJOR CURRICULUM

Database Systems

Computer Security

Internet Architecture & Protocols

Efficient Algorithms

Data Structures

Computer Architecture

Signal Processing & Circuits

Artificial Intelligence

### OTHER

Calculus 1, 2, & 3

Linear Algebra & Differential Equations

Engineering Economics

## WORK EXPERIENCE

### YAHOO! | PRODUCT MANAGER INTERN

Summer 2016 | Sunnyvale, CA

- Owned end-to-end experience for Account Key (passwordless login) browser opt-in including UX, Comet backend infrastructure, accessibility, and email
- Improved browser opt-in conversion rate from 32% to 46%
- Acquired 26,000+ new Account Key users in 1 month
- Performed audit for Yahoo's Accounts SDK to help create a consistent functionality and login experience across all Yahoo properties

### LAWRENCE LIVERMORE NATIONAL LABORATORY |

#### GLOBAL SECURITY INTERN

Summer 2015 | Livermore, CA

- Conducted operations and market research with the Counterproliferation Analysis & Planning System team to analyze how missile infrastructure might be vulnerable to disruption from outside entities
- Created manufacturing specification guides and templates for liquid-fueled missiles based on knowledge of product market & interactions
- Shipped results to the CAPS website using HTML, CSS, & Bootstrap

### UDACITY | COURSE MANAGER INTERN

Summer 2014 | Mountain View, CA

- Worked with cross-functional Product teams to provide all enrolled students with tutoring and resources to succeed in introductory courses on Python, Java, Data Science, Salesforce, and UI/UX Design
- Engaged in face-to-face interaction with users and conducted user research to better understand their needs and prioritize features

## RESEARCH

### BERKELEY INSTITUTE OF DESIGN | RESEARCH ASSISTANT

September 2015 - May 2016 | Berkeley, CA

- Worked with theDesignExchange's front-end web development team (using JQuery, HTML, CSS, Ruby on Rails), in order to consolidate & organize design research methods and educate the next generation of design innovators
- Iterated on website wireframes with theDesignExchange's UX team
- Implemented side-by-side view live Markdown editor using Meltdown
- Conducted research and interviews to learn about the overlapping space between Lean Startup and Design Thinking in order to come up with solutions on how to bridge gaps between the two methodologies

## AWARDS

2012-2016 Pedrozzi Foundation Scholarship

2016 UCB/GoDaddy Grace Hopper Conference Scholarship

2014 UC Berkeley Dean's List

2013 Lawrence Livermore National Laboratory APAC Scholarship

2013 David Conrad Memorial Engineering Scholarship

2013 National Securities and Technologies Engineering and Science Scholarship

2013 Society of Women Engineers (Mt. Diablo Section) Scholarship

2013 AT&T Professional & Community Advancement State Scholarship

2012 Sandia National Laboratory Outstanding Achievement in Mathematics