

Luiza Serson

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EDUCATION

Barnard College, Columbia University

May 2025

B.A., Computer Science Major, Dance Minor (GPA: 3.82)

- Dean's List - Spring 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024
- Relevant Coursework: Human-Centered Design and Innovation, User Interface Design, Human-Computer Interaction, Data Structures

SKILLS

Design: Wireframing, Rapid Prototyping, Design Research, Storyboarding, Affinity Diagramming, Usability Testing

Programming: Python (Flask), Java, C, MySQL, HTML, CSS, and JavaScript (React)

Technical: Figma, Power BI, Microsoft Office (Word, Excel, PowerPoint) and Social Media

Languages: Native in Portuguese, Fluent in English, Advanced in Spanish and French

PROJECTS

Lettr

September 2023 – Present

Co-Founder and Product Lead

- Building an AI-powered rental platform with a database of apartments, streamlining searches through intuitive UX and API integrations.
- Creating user flows, wireframes, and high-fidelity prototypes, ensuring seamless interaction and alignment with user-centered methodologies.
- Conducting usability testing and iterative design improvements, integrating real user feedback to refine the platform experience.

Reflect Respect NYC

September 2024 – December 2024

Product Designer

- Developed an innovative subway campaign using mirrors and empowering messages to enhance self-awareness and deter harassment.
- Conducted ethnographic interviews, surveys, and competitor analysis to design impactful, behavior-changing interventions.

EXPERIENCE

Puberry

New York, NY (Remote)

UX/ UI Designer (Part-time)

September 2024 - Present

- Design high-fidelity mockups and interactive prototypes using Figma, designing across multiple platforms (Android, iOS, Web).
- Conduct user research with 200+ participants, generating actionable insights to guide iterative product development for a gamified health-ed app.
- Collaborate cross-functionally to align user needs with business objectives, ensuring adherence to user-centered design principles.

Columbia University

New York, NY

User Interface Design, Human-Centered Design and Innovation Teaching Assistant

January 2024 - Present

- Mentored over 400 students in Python (Flask), HTML, CSS and JavaScript (React).
- Assisting students in conceptualizing and developing AI-driven design solutions, providing feedback on prototypes exploring AI in user experience.

Web developer

September 2023 – December 2024

- Modify and maintain the website of the [Center on Organizational Innovation](#) and the professional website of [Professor David Stark](#).

Sponsors for Educational Opportunity

New York, NY (Remote)

Tech Developer Intern

June 2023 – August 2023

- Completed 300+ hours of rigorous computer science and software engineering training focused on full-stack web development, data structures, and algorithms.
- Gained expertise in web application development by building projects using Python (Flask), MySQL, HTML, CSS, and JavaScript.

XP Investments

New York, NY

Risk Management Intern

June 2024 - August 2024

- Designed and developed dashboards using Python and Power BI to generate reports and create visualizations required for daily risk check analysis.
- Collaborated across teams to ensure real-time accessibility and actionable insights from risk reports.

KoDigital

Tel Aviv, Israel

Product Design Intern

June 2022 - July 2022

- Conducted competitor research to inform design decisions, improving internal project management workflows.
- Developed user-friendly, responsive interfaces with a focus on aesthetics, accessibility, and usability.

LEADERSHIP AND COMMUNITY ENGAGEMENT

Design at Columbia

September 2023 - Present

Community Lead

- Fostering cross-campus collaboration through portfolio reviews, prototyping sprints, and design thinking workshops.
- Building partnerships with student groups, integrating design methodologies into interdisciplinary projects.

Code Kids Organization

January 2019 - Present

Founder

- Designed an accessible curriculum teaching Python to 12–15-year-olds at a São Paulo, Brazil public school.
- Published [online lessons](#) during COVID-19, generating 3.5K+ views and raising \$3,000 for technology resources.

INTERESTS

'Música Popular Brasileira' (MPB), Swimming, Dance, Gastronomy