

# Marlene Scerbak

marlenescerbak@gmail.com

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## SUMMARY

Versatile developer and designer with over 10 years of experience in a variety of aspects of interactive design, including coding, art and animation, debugging, and prototyping. Passionate about creating experiences that allow for user exploration and self expression.

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## EXPERIENCE

### Freelance

#### Self-Employed

December 2022 - Present, Los Angeles, CA

- Built, refined, and customized Shopify sites for small business owners, updating site visuals seasonally and for promotional events.
- Imported and updated inventory and customer lists, refined shipment and other back-end settings.
- Set up email automation and promotional sales, designed graphical assets for social media and email channels.
- Used Figma to design custom websites for personal and professional use (including therapists, small businesses, and hobbyists) and coded/built them in WordPress and React.

### Technical Artist

#### DigitalFish

October 2019 - December 2022, San Mateo, CA

- Conceptualized and built Augmented Reality effects for Meta's Portal device while testing the new capabilities in Spark AR Studio.
- Collaborated asynchronously with the QA and Engineering teams to report bugs and debug AR effects.
- Refactored and updated code for over 100 AR effects when software updates caused them to malfunction.
- Constructed effect templates and documentation for certain effect categories to ease and expedite 3rd party production.
- Synthesized information from over 10 coworkers to create onboarding documentation for new hires and straightforward resource guides for all teammates.
- Built a Virtual Reality theater testing experience in Unreal Engine for Disney using C++ and Blueprints.

### Marketing Coordinator

#### Family Giving Tree

October 2018 - October 2019, Milpitas, CA

- Created marketing assets including printed collateral, social media graphics, and PowerPoint presentations.
  - Used Hootsuite and Joomla CMS to manage 4 social media channels, wrote daily short posts and longer weekly blogs and email campaigns.
  - Interviewed 9 departments leads to document office place processes and create training materials.
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## EDUCATION

### Bachelor of Arts in Interactive Entertainment

Minor in Dance Anthropology • University of Southern California • Los Angeles, CA • 2014-2018 • GPA: 3.56

- Experience in Art Production: Lead the art teams of two different long-term thesis projects, collaborated with leads from engineering and design, managed production schedules, organized and implemented assets, and gave stylistic feedback to artists.
  - Took additional classes in coding, animation, editing, graphic design, and experimental interactive design to round out my skill set.
  - Supported over 80 students per year for 2 years as a Resident Assistant: Mediated conflict resolution, connected students to campus resources, responded to community emergencies, and organized monthly events to encourage healthy community building.
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## SKILLS

Coding Languages: C#, JavaScript, HTML/CSS, PHP, Python, C++

Web Dev: MySQL, React, WordPress, Shopify, Figma, Canva

Game/Interactive Design: Unity, Unreal, Perforce/GitHub, AR/VR development, Atlassian products, Scrum/Agile

Adobe: Photoshop, InDesign, Illustrator, After Effects, Premier Pro