

# amanda hsu.

## PROFESSIONAL EXPERIENCE

### HUNTER DIGITAL | UI/UX Design Intern

MAY 2020 - AUG 2020, New York City, NY

- Designed intuitive and aesthetic web experiences for clients to showcase brand and engage service professionals using WordPress, HTML, CSS, and Adobe Creative Suite
- Establish website architecture and optimize existing online content for design best practices and performance to convert web traffic into sales opportunities

### THE MITRE CORPORATION | UI/UX + Human Factors Intern

JUNE 2019 - AUG 2019, McLean, VA

- Designed wireframes for government contracting project management app using Adobe XD and formulated user stories to craft a seamless user experience
- Conducted usability testing for FCC regarding effective communication and devised 3 experiments to improve Internet Protocol Captioned Telephone Services

### THE DAILY CAL | Design Lead + Product Marketing Associate

SEP 2018 - Present, Berkeley, CA

- Spearhead design initiative for DC's mobile app team, create Figma mockups that integrate campus news with student resources, such as a campus map and a "Daily Discover" page that features a personalized playlist of recent news articles

### NIKE | Strategy Consultant

FEB 2020 - MAY 2020, Portland, OR

- Identified strategies to automate tracking trademark cases using RPA technology
- Engaged in user research with Nike's legal team and conducted 20+ user interviews with legal employees from similar brands to evaluate alternative solutions

## PROJECTS

### SQUID. | Head of Design

JUN 2020 - Present

- Orchestrate the full mobile design life cycle for an all-in-one messaging app (currently beta testing) that creates a dynamic space for friend groups, with built in feature that eliminates the hassle of determining availabilities among groups
- Collaborate alongside software development team and build brand identity

### PORTFOLIO GALLERY | Designer and Software Engineer

OCT 2019 - Present

- Designed and coded site from scratch using Adobe XD and self-learning HTML/CSS

## CONTACT

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Portfolio: amandahsu.me

## EDUCATION

UC Berkeley | Class of 2022

B.A. Cognitive Science

B.A. Computer Science

Certificate in Design Innovation

## SKILLS

### Design

Wireframing • Interaction Design • User Research • Mobile + Web Development • Graphic Design • Sketching

### Tools

Adobe XD • Figma • InVision • Sketch  
Illustrator • Photoshop • Fusion 360

### Programming

Python • Java • HTML/CSS

## INTERESTS

NYT Mini Crosswords, Art Museums,  
Mental Health x Artificial Intelligence,  
Sustainable Beauty, Painting

## ORGANIZATIONS

Valley Consulting Group  
The Daily Californian Newspaper