

# AMANDA HSU

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## EDUCATION

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**UNIVERSITY OF CALIFORNIA, BERKELEY** | Berkeley, CA

August 2018 – May 2021

B.A. Cognitive Science & B.A. Computer Science, Berkeley Certificate in Design Innovation, GPA: 3.807

- Coursework: The Structure and Interpretation of Computer Programs (Python), Data Structures (Java), Foundations of Data Science, Introduction to Linguistic Science

## PROFESSIONAL EXPERIENCE

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**THE MITRE CORPORATION** | McLean, VA

June 2019 – August 2019

Human Factors Engineer Intern

- Integrated design and psychology principles to create user-centered wireframes and graphic interface using Adobe XD for project management mobile application specifically crafted for the government contracting process
- Conducted usability testing/linguistic research for FCC project to quantifiably measure effective communication, formulated 3 controlled experimental designs to improve Internet Protocol Captioned Telephone Services

**SPOTIFY** | London, England (Remote)

September 2019 – Present

Strategy Consultant (Valley Consulting Group)

- Conduct data analysis of big 6 holding companies to pinpoint any current trends in the advertising space and identify potential partnerships for Spotify to increase revenue from their freemium model
- Communicate directly with point of contact to generate strategies that can be translated to practical and profitable solutions by creating slide decks that are effective, aesthetic, and professional

**THE DAILY CALIFORNIAN** | Berkeley, CA

September 2018 – Present

Product Marketing Associate

- Manage the complete marketing life cycle for the organization, including using Figma to design mobile application prototype for the newspaper and planning campus-wide hackathon event to outsource coding
- Launched inaugural Journalism Conference for +60 local high school students with a keynote panel featuring NBC investigative journalist and alumni professor from Berkeley's Investigative Journalism department

**INTERNATIONAL VISIONS GALLERY** | Washington, DC

June 2019 – August 2019

Social Media Marketing Intern

- Coordinated and implemented the gallery's social media strategy by drafting social media posts, developing bi-monthly e-mail newsletters through Constant Contact, and designing event flyers on Adobe InDesign
- Directed a successful re-opening event celebrating both multi-cultural artists and D.C. natives for the gallery with +70 in attendance, generating over 1k in revenue from that event alone

**GURU ENERGY** | San Francisco, CA

October 2018 – January 2019

Brand Ambassador

- Increased brand awareness in Bay Area and at UC Berkeley by advertising on campus and hosting regular samplings at +10 locations around the Bay which led to 50% growth over 3 months in campus neighborhood
- Analyzed data on consumer habits, recapped observations in weekly report including business recommendations

## LEADERSHIP AND ACTIVITIES

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**PERSONAL PORTFOLIO WEBSITE** | Berkeley, CA

October 2019 – November 2019

Software Engineer

- Code personal website housing art/design portfolio and computer science projects by designing wireframes and information architecture using Adobe XD, self-learning HTML/CSS, and implementing bug fixes as necessary

**THE MITRE CORPORATION HACKATHON** | Berkeley, CA

July 2019

UI/UX Designer

- Prototyped seamless wireframes and created graphics using Adobe XD for a multiplayer online virtual identity game to educate employees and company sponsors about an internal MITRE project in 24-hour hackathon

## ADDITIONAL SKILLS

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**SKILLS:** Adobe XD, Adobe InDesign, Adobe Illustrator, Figma, InVision, Sketch, Python, Java, HTML/CSS, SQL

**INTERESTS:** Painting, Art Museums, Mental Health x Artificial Intelligence, Sustainable Fashion, NYT Crosswords