

AMANDA HSU

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571 229 4101

Product Designer based in Berkeley, CA.

THE DAILY CAL Design Lead + Marketing Associate

SEP 2018 - Present | Berkeley, CA

Spearhead design initiative for DC's mobile app team by recruiting team of developers and designers. Create Figma mockups that integrate DC news and student resources, including campus map and "Daily Discover" page featuring a personalized playlist of recent news articles.

SQUID. Head of Product Design

JUN 2020 - Present | Remote

Orchestrate the full mobile design life cycle for an all-in-one messaging app (currently beta testing) made for friend groups. Designed native event scheduling feature that eliminates the hassle of determining availabilities among groups. Collaborate alongside software development team and build brand identity.

HUNTER DIGITAL UI/UX Design Intern

MAY 2020 - AUG 2020 | New York City, NY

Designed website experiences for clients using Adobe XD, WordPress, HTML, CSS and optimized existing online content to convert web traffic into sales opportunities.

THE MITRE CORPORATION UI/UX Intern

JUNE 2019 - AUG 2019 | McLean, VA

Created user stories and designed wireframes for mobile government contracting project management app. Conducted usability testing for Federal Communications Commission on Captioned Telephone Services and devised 3 experiments to evaluate effective communication.

EDUCATION

UC Berkeley | 2018-2021

B.A. Cognitive Science
B.A. Computer Science
Certificate in Design Innovation

SKILLS

Prototyping
Wireframing
Interaction Design
User Research
Mobile + Web Development
Python
Java
HTML/CSS

TOOLS

Adobe Suite
Figma
InVision
Sketch
Illustrator
Photoshop
Fusion 360

ORGANIZATIONS

Valley Consulting Group
The Daily Californian