

AMANDA HSU

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EDUCATION

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

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

PROFESSIONAL EXPERIENCE

THE MITRE CORPORATION | McLean, VA

June 2019 – August 2019

Human Factors Engineer/UIUX Intern

- Designed wireframes and mockups for project management mobile application specifically targeting government contractors using Adobe XD and formulated user stories in order to craft a seamless user experience
- Conducted usability testing/linguistic research for FCC project to quantifiably define and measure effective communication, devised 3 experimental designs to improve Internet Protocol Captioned Telephone Services

SPOTIFY | London, England (Remote)

September 2019 – December 2019

Strategy Consultant (Valley Consulting Group)

- Conducted data analysis of big 6 holding companies to pinpoint current trends in the advertising market and identified the most opportune potential partnerships for Spotify to increase revenue from their freemium model
- Communicated directly with point of contact to generate strategies that can be translated to practical and profitable solutions and presented findings in-person at Spotify's New York City headquarters

THE DAILY CALIFORNIAN | Berkeley, CA

September 2018 – Present

Product Marketing Associate

- Lead design initiative for DC's mobile application development team and created an intuitive and aesthetic Figma prototype with a "Daily Discover" page that features a personalized playlist of recent news articles
- 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 designing event flyers on Adobe InDesign, drafting social media posts, and producing bi-monthly e-mail newsletters through Constant Contact mail service
- Directed a successful re-opening salon event celebrating both multi-cultural and D.C. native artists for the gallery with over 70 in attendance, generating over 1k in revenue from that afternoon 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

PERSONAL PORTFOLIO WEBSITE | Berkeley, CA

October 2019 – November 2019

Software Engineer

- Coded personal website housing art/design portfolio by designing information architecture and mockups using Adobe XD, self-learning HTML/CSS languages, and implementing bug fixes as necessary

THE MITRE CORPORATION HACKATHON | Berkeley, CA

July 2019

UI/UX Designer

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

ADDITIONAL SKILLS

SKILLS: Adobe XD, Adobe Illustrator, Figma, InVision, Sketch, Python, Java, HTML/CSS, Autodesk Fusion 360

INTERESTS: Art, Mental Health x Artificial Intelligence, Sustainable Fashion, NYT Crosswords, Stand-up Comedy