AMANDA HSU

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY | Berkeley, CA   *August 2018 – May 2022*
B.A. Cognitive Science & B.A. Computer Science, 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

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

PERSONAL PORTFOLIO WEBSITE | Berkeley, CA   *October 2019 – Present*
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

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