

# AMANDA HSU

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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 SEO-friendly websites for clients using Figma, 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

Developed user stories and created 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 Creative Suite  
Figma  
Sketch  
InVision  
Illustrator  
Photoshop  
Fusion 360

## ORGANIZATIONS

Valley Consulting Group  
The Daily Californian