CASSIDY HSIEH

chsieh099.github.io

cassidy.hsieh@berkeley.edu

linkedin.com/in/cassidyhsieh

WORK & LEADERSHIP EXPERIENCE

Undergraduate Marketing Association, Berkeley, CA
Jan 2015 - Present

Design Consulting Committee

• Combined marketing techniques and graphic design expertise to produce promotional materials for clients around the Bay Area
• Consulted with Sasa Designs by the Deaf to provide creative materials for advertising on social media platforms like Facebook, Twitter, Instagram, and Pinterest
• Redesigned the UI/UX for the company website of Networks for Change and incorporated graphics for their introduction of Keela, a collaboration platform for nonprofits

Design Crowd, San Francisco, CA
Mar 2013 - Present

Freelance UI/UX and Graphic Designer

• Provided design consulting for a range of jobs from logo and brand creation to web development to advertising and print design
• Worked with 12 clients on design projects using Photoshop and Illustrator to create original company brands for small business and startups

Vellum Tech, Menlo Park, CA
Nov 2014 - Mar 2015

Lead Marketing & Design Intern

• Provided marketing and design consulting on website and mobile apps for Fancify (text message customization app) and Fessage (secure ephemeral email app)
• Published weekly blog post content to promote and increase company visibility

Mounza, San Francisco Bay Area
June 2014 - Aug 2014

Lead UI/UX Design Intern

• Headed a team of programming interns to develop clean and navigable Android, iOS, and web user interfaces for Mounza's student portal
• Mastered Photoshop by creating a comprehensive set of original icons, mobile and web layouts, and presentations for weekly meetings with the company founders
• Redesigned the UI/UX for the company website and over 50 pages for the mobile and web platforms
•Learned how to integrate application with university standards like SAML format and shibboleth system

Asian Business Association, Berkeley, CA
Jan 2014 - May 2014

Media Technology Committee

• Developed media tech skills by filming and editing videos using Adobe Premiere Pro
• Participated in service events like VITA (Volunteer Income Tax Assistance) and prepared tax returns for low-income communities and saved families over $300
• Organized banking- and finance-focused career workshops for ABA members and students and gained professional networking skills with Cal Alumni
• Attended professional development seminars for marketing and accounting industries

Cal Rotaract, Berkeley, CA
Aug 2013 - Dec 2013

Local and International Committee

• Planned service events, including the End Polio Now 5K Run and generated over $11,000 for the world cause to eradicate polio
• Volunteered at community centers like Bonita House by repainting walls, repairing doors, and maintaining outdoor landscape

EDUCATION

University of California, Berkeley
2017

Bachelor of Arts: Computer Science

• GPA: 3.63
• Relevant Coursework:
  Principles of Graphic Design
  Web Development for Nonprofits
  Web Design
  Web Architecture
  iOS Programming
  Structure and Interpretation of Computer Programs
  Data Structures
  Machine Learning
  3D Printing and Design

SKILLS

DESIGN & PRODUCTION

Photoshop CS6
Illustrator CS6
InDesign CS6
Premiere Pro CS6

3D MODELING

Autodesk Fusion 360
Maya

WEB DEVELOPMENT

HTML/CSS
JavaScript

PROGRAMMING

Java
Python
C

INTERESTS

ROCKCLIMBING

3D MODELING

UI/UX DESIGN

PRODUCT DEVELOPMENT

KAYAKING