

# Sophia Lau

coder & designer

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## EXPERIENCE

### Salesforce | Software Engineer Intern

[sophialau.me/salesforce](https://sophialau.me/salesforce)

Summer 2019

- Fullstack developer on the content management systems team
- Used Salesforce's delivery API to dynamically integrate content on their CMS with a corresponding Hugo website
- Designed Hugo template for demo blog/e-commerce website

### Berkeley Codebase | VP of Marketing

[sophialau.me/codebase#vp](https://sophialau.me/codebase#vp)

Spring 2019

- Founded Codebase's external marketing team
- Oversaw organization's brand through professor/professional interviews and promotion of public events.
- Designed flyers and Facebook profile watermarks for member recruitment
- Regularly managed and updated Codebase website

### Garb | Design Department

[berkeleygarb.com](https://berkeleygarb.com)

Fall 2018

- Manage website, layout articles, design merchandise, and maintain a brand for Berkeley's style & fashion blog

## PROJECTS

### Zumper | Full Stack Web Development, UI/UX Design

[sophialau.me/zumper](https://sophialau.me/zumper)

Fall 2018

- Created web application for Zumper employees to classify messages not accurately classified by ML models
- Implemented a customizable N-user agreement and threshold criteria for message classification
- Google Authentication, administrative levels/security to limit accessibility of certain employees
- Display analytics of each user's rating accuracy
- Technologies: React, Express

### CodeBase Rebrand | Branding, Graphic/UX Design

[sophialau.me/codebase](https://sophialau.me/codebase)

Summer 2018

- Rebranded Berkeley CodeBase's logo and website
- Gave club with a more professional appearance to potential new members and clients for upcoming year
- Applicant pool increased to ~700
- Technologies: Figma, Adobe Illustrator, HTML/CSS

### CodeDoor | Full Stack Web Design & Development

[sophialau.me/codedoor](https://sophialau.me/codedoor)

Spring 2018

- Created web-app inspired by GlassDoor for CodeBase members to share their work experience and advice
- Profiles team – used Slack API for authentication
- Technologies: HTML/CSS, Django, JS, React

## EDUCATION

### University of California, Berkeley

B.A Computer Science

2017-2020

#### Relevant Coursework:

- Human Centered Design
- Discrete Math & Probability
- Data Structures & Algorithms
- Machine Structures
- Computer Security
- Intro to Artificial Intelligence
- Principles & Techniques of Data Science (FA19)
- Database Systems (FA19)

#### Technologies:

- Java
- Python
- HTML/CSS
- JavaScript
- SQL
- Adobe Creative Suite

#### Languages:

- English (native)
- French (professional)

### Sigma Eta Pi | Pi Class

[ucberkeleysep.com](https://ucberkeleysep.com)

- Professional entrepreneurship fraternity focused on leadership and innovation

### a16z Generation Design Mentorship Program

- A program for selected college design students to connect with designers from leading tech start-ups within the a16z portfolio

### s'more | Entrepreneurship, UI/UX & Logo Design

[sophialau.me/smores](https://sophialau.me/smores)

Spring 2019

- Conducted a case study researching the primary difficulties of cultural integration for immigrants and international students in America
- Designed a logo, brand, and interactive prototype of a proposed product solution
- Presented final pitch to student investors at The House Fund
- Technologies: Figma, Adobe Illustrator

### smartstall | Interaction, UI/UX Design

[tinyurl.com/smartstall](https://tinyurl.com/smartstall)

Fall 2018

- Conducted a case study to accomplish the goal of improving the public bathroom experience
- Designed the interface of a screen that could potentially be installed on both sides of a stall door
- Technologies: Adobe XD

### box | UI/UX Design, Mobile App Development

[sophialau.me/box](https://sophialau.me/box)

January 2019

- Conducted a case study to accomplish the goal of improving the moving experience
- Designed the user interface and flow of a mobile app as a potential feasible solution
- Implemented design & functionality as a mobile application
- Personal project used to advance user-design skills and learn basic mobile development
- Technologies: Adobe XD, Swift