

LIAN SONG

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408-547-7925

Design portfolio – liansong.co

EDUCATION

UC Berkeley

Expected Graduation 2020
B.A. in Computer & Cognitive Science

Relevant courses – The Structure and
Interpretation of Computer Programs,
Data Structures

Monta Vista High

Graduated June 2016
Unweighted GPA 3.9 • SAT 2390

AWARDS

CMYK Designathon

3rd place and 'Most Original'

Designed a marketing campaign
for Games of Berkeley

SKILLS

HTML/CSS • Javascript • Java
Adobe Creative Suite • Sketch
User Research • Prototyping

WORK EXPERIENCE

Rainforest QA

Product Design Intern — 05.2017 to Present

- Conduct user research to quantify user behavior on the platform, and create actionable metrics to analyze user success.
- Partner with PMs and engineers to create engaging and effective interaction design and user flows.

Nvidia

Data Labeling Intern — 06.2016 to 08.2016

- Completed data labeling tasks for the development of deep neural networks in Nvidia's advanced driver assistance systems.
- Collaborated with a team of engineers and interns.

PROJECTS & LEADERSHIP

Berkeley Innovation

Director of Sponsorships, Project Lead — 12.2016 to Present

- Oversee a team of 4 design consultants as a project manager, ensuring progress and clear communication with clients.
- Organized a career fair with 4 companies and over 200 attendees.

Consultant — 09.2016 to 12.2016

- Craft human-centered design solutions for Hexa Tea, a local start up, using the iterative design thinking process.

Innovative Design

Visual Designer & Web Dev – 09.2016 to Present

- Design logos, flyers, and visual brand assets for organizations throughout Berkeley.
- Code and deploy functioning websites for clubs on campus.

El Valedor (Yearbook)

Head Editor — 08.2013 to 06.2016

- Oversaw the development of a unifying visual language, then helped implement it throughout the yearbook.
- Created a visual spec document for yearbook staff.
- Organized a team of 40; established deadlines and delegated tasks.

Monta Vista ASB

ASB Secretary — 05.2013 to 06.2016

- Lead a group of 45 student leaders in planning and executing events for over 2300 students on campus.
- Served as an advocate for student needs to the Monta Vista administration.