

# Lian Song

portfolio – liansong.co  
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## EDUCATION

UC Berkeley  
Graduation May 2020  
B.A. Cognitive Science &  
Design Innovation

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

## AWARDS

CMYK Designathon  
3rd place & Most Original

Designed a marketing campaign  
for Games of Berkeley

## SKILLS

Design

Sketch • Photoshop • Illustrator  
Prototyping • User Research

Programming

Javascript • HTML/CSS  
JAVA • Python

## EXPERIENCE

Rainforest QA

Product Design Intern -- May 2017 to Now

- Partnered with PMs and engineers to create effective interaction designs and user flows.
- Worked on initiatives to improve user success across the platform; interfaced with Customer Success team to understand and research user behavior.

Hexa Tea

Product Design Consultant -- Sep 2016 to Dec 2016

- Conducted 12+ user interviews and created user personas to understand target market.
- Defined and designed multiple aspects of Hexa Tea, ranging from visual to physical space design.

Nvidia

Data Labeling Intern -- Jun 2016 to Aug 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.

## EXTRACURRICULARS

Berkeley Innovation

Director of Marketing & Project Lead -- Dec 2016 to Now

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

Innovative Design

Visual & Web Designer -- Sep 2016 to May 2017

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