

# Lian Song

portfolio: [liansong.co](http://liansong.co)  
[liansong@berkeley.edu](mailto:liansong@berkeley.edu)  
408-547-7925

## EDUCATION

### UC Berkeley

Graduation May 2020

B.A. Cognitive Science &  
Design Innovation

Relevant courses –  
Data Structures, Principles  
of Data Science

## AWARDS

### CMYK Designathon

3rd place & Most Original

Designed a marketing  
campaign for Games of  
Berkeley

## SKILLS

### Design & Coding

Sketch, Photoshop  
Illustrator, Prototyping  
User Research, HTML/CSS  
Javascript, Python

## EXPERIENCE

### Rainforest QA

Product Design Intern — May 2017 to Aug 2017

- Redesigned and shipped multiple core platform features by partnering with PMs and engineers.
- Assisted in defining and implementing a new design language, and helped create scalable design processes in a start up environment.

### Hexa Tea

Product Design Consultant — Sep 2016 to Dec 2016

- Conducted 12+ user interviews and created user personas to understand target market.
- Defined multiple facets of Hexa Tea's user experience, 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

Dir. of Marketing + Proj. Manager — Jan 2016 to Now

- Oversee a team of 4 design consultants, leading an iterative design process and interfacing 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

- Designed logos, flyers, and visual brand assets for organizations throughout Berkeley.
- Coded and deployed functioning websites for clients.