

# lucy song

UX + Product Designer

lucysong.me  
Berkeley, CA  
lucysong@berkeley.edu  
510 358 0865

## experience

**Mastercard** — UX Design Intern  
June - July 2020

Created screens and design system components used in the Click to Pay Implementation Guide. Worked with other designers on materials to increase company-wide participation in the internal Customer Proximity initiative.

**Ad Launcher** — Lead Designer  
Jan - May 2020

Designed the company website to optimize conversion, leading to new customers within a month of release. Worked with the Product Team on creating a Dashboard that make digital advertising easy.

**Let's Eat!** — UI/UX Design Intern  
Aug - Dec 2020

Overhauled previous designs to guarantee brand consistency. Created new mobile UI that delivered an efficient and reassuring user flow for group ordering. Initiated development of a Design System that saved time for both designers and developers.

## involvement

**Cal Hacks** — Director and Design Lead  
Sept 2020 - Present

Handled logistics + marketing for Cal Hacks 6.0, the largest collegiate hackathon with 2,000+ attendees. Led Design Team in web design, experience design, and branding in cross-functional collaboration with the Tech and Marketing Teams for 7.0 and other initiatives like hack:now.

**Innovative Design** — Graphic Designer  
Jan - Dec 2019

Fulfilled client requests for UC Berkeley's largest student-run design agency. Clientwork included marketing and logo design assets. Additionally, volunteer HEX workshop instructor.

## education

**University of California, Berkeley**  
BA Cognitive Science  
Minor, Data Science  
Certificate in Design Innovation  
CITI Certification for Human Research

GPA: 3.73/4.0  
Expected Graduation: May 2021

## research

**Emotion and Emotion Regulation Lab**  
**Research Assistant** | Jun - Aug 2019

RA for a study on romantic relationships. Cleaned physiological data using MatLab and ANSLAB.

## skills

### Design

User Experience Design, UI/UX  
Design Thinking, Product Design,  
User Research, Wireframing, Visual  
Design, Rapid Low/Hi-fi Prototyping,  
Brand Identity, Usability Testing

### Toolbox

Illustrator, Figma, Adobe XD,  
Photoshop, Sketch, InVision

Python, HTML/CSS, R, SQL