lucy song

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Fremont, CA

education

University of California, Berkeley

BA Cognitive Science
Minor in Data Science
Certificate in Design Innovation
CITI Certification for Human Research

GPA: 3.73/4.0
Expected Graduation: May 2022

research

Emotion & 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 Design, Visual Design, Product Design, Branding, User Research and Testing, Wireframing, Rapid Prototyping, Usability Testing, Sketching, Design Thinking, Web Development, Information Architecture

Toolbox

Adobe Creative Suite (Illustrator, XD, Photoshop), Figma, Sketch, InVision

Code

Python, HTML/CSS, JavaScript, R, SQL

work experience

Mastercard — UX Design Intern
June - July 2020

Created screens and design system components for the Click to Pay Implementation Guide. Iterated based on feedback from the Product Experience Design team and key stakeholders. Designed materials to increase company participation in the 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 an user-centric Dashboard to make digital advertising easy for customers of any age, experience background, in any industry.

Let's Eat! — UI/UX Design Intern
Aug - Dec 2019

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

Design at Berkeley — Co-Founder + Marketing Officer
June 2020 - Present

Co-founded a club to make the UC Berkeley design community accessible to any student. Guided aspiring designers on breaking into the design industry by organizing relevant educational workshops, industry speaker events, and providing a supportive community for feedback and advice. As Marketing officer, created and managed all social media accounts, including the website.

Cal Hacks — Director + Design Lead
Sep 2019 - Present

Handled logistics and marketing for Cal Hacks 6.0, the largest collegiate hackathon with 2,000+ attendees. Led the Design Team in web design, experience design, and branding in cross-functional collaboration with the Tech and Marketing Teams for additional initiatives like hack:now and Hack Month. Created web development content for our first student-run class on app building.

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.