

# lucy song

UX + Product Designer

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## 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 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 the 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