lucy song

UX **+** Product Designer

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experience

Mastercard — UX Design Intern
June - July 2020

Will be joining the Product Experience Design Team to research, conceptualize, test, design & improve digital experiences for both internally and externally facing consumers.

Ad Launcher — Lead Designer
Jan - May 2020

Designed the company website for marketing, leading to new customers within a month of release. Worked with the Product Team on creating a Dashboard that met user needs and conveyed value.

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

Created & translated wireframes into designs that delivered an efficient and reassuring user flow for group ordering within the existing design system. Developed potential marketing assets for restaurant partners that were cohesive with branding.

involvement

Cal Hacks — Director and Design Lead
Sept 2020 - Present

Handled logistics and marketing for the 6th Cal Hacks, the largest collegiate hackathon in the world with 2,000+ attendees. Currently leading design and inclusivity efforts for the 7th iteration and other initiatives.

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.

education

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

GPA: 3.7/4.0
Expected Graduation: May 2022

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, Design Thinking, Product Design, User Research, Interaction Design, Wireframing, Rapid Prototyping, Brand Identity, Usability Testing

Toolbox
Illustrator, Figma, Adobe XD, Photoshop, Sketch

Python, HTML/CSS, R, SQL