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: 3.71/4.0
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, Design Systems

Toolbox

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

Code

Python, HTML/CSS, JavaScript, SPSS, SQL, R

work experience

Mastercard — UX Design Intern
June - July 2020

Iterated on screens and design system components for the Click to Pay Implementation Guide based on feedback from the Product Experience Design team and key stakeholders. Conducted surveys on to capture qualitative & quantitative data and generate insights.

Ad Launcher — Lead Product Designer
Jan - May 2020

Designed the company website to optimize conversion, leading to new customers within a month of release. Lead the Product Team in creating a web Dashboard to make digital advertising easy and user-friendly.

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

Overhauled previous screen designs and created mobile UI that delivered reassuring user flow for group ordering. Initiated development of a time-saving Design System. Handed off designs at end of internship.

involvement

Blueprint, Technology for Non-Profits — External Director
Sep 2020 - Present

Created an open source resource guide on how to establish chapters in other universities/colleges. Worked on brand system design to uphold our goal to inspire others to create technology for social good.

Diversatech — Consultant
Sep 2020 - Present

Conducted user research via surveys and case studies within the college mental health space. Iteratively developed marketing and business strategies for new Headspace features, designed and prototyped in Figma.

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

Guided aspiring designers on breaking into the design industry by organizing relevant educational workshops, speaker events, and providing an open community to make design more accessible.

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 Design Team in branding, web design, and experience design in cross-functional collaboration with the Tech and Marketing teams.