

lucy song

lucysong.me

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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 user surveys to capture qualitative & quantitative data and generate insights.

Ad Launcher — Lead Product Designer

Jan - May 2020

Designed the company website to optimize conversion which led to new customers within a month of release. Led 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 design system to save time. 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 and made design more accessible by organizing relevant educational workshops, speaker events, and fostering an open design community.

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.