

# lucy song

[lucysong.me](http://lucysong.me)

lucysong@berkeley.edu

510 358 0865

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, 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

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.

Identified and communicated opportunities for research to lead team towards strategic ideation during Intern Challenge. Conducted surveys on UserZoom to capture qualitative and quantitative data that generated 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. Worked with the Product Team on creating a web-based 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 screens to ensure brand consistency. Created mobile UI that delivered efficient and reassuring user flow for group ordering. Initiated development of a Design System that saved time for designers & developers. Handed off screen designs at end of internship.

## involvement

### Design at Berkeley — Co-Founder + Marketing Officer

June 2020 - Present

Based on interviewing aspiring student designers, identified a need for more design resources. Co-founded a club to make design accessible at UC Berkeley. 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.

### 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.