madeline hsia

designer and developer

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experience

Instructional Assistant • UC San Diego
design100.ucsd.edu • Present • San Diego, CA

Assisting Prof. Steven Dow in Design 100, focusing on practices of interaction design from typography to the user centered design process. Role: Lead design critiques, grade student's design projects, help define course syllabus

Project Manager & Designer • RecyCool
recy.cool • March - September 2016 • San Diego, CA

• Project managed a team of 6 developers and artists to develop an educational web game that teaches elementary students how to recycle
• Created weekly sprint plans, lead meetings and work sessions, illustrated characters, created animations, and designed game interface
• Showcased in San Diego Design Forward conference
• Featured on Jacobs School of Engineering newsletter

Design Research Intern • The Design Lab at UCSD
designlab.ucsd.edu • March - July 2016 • San Diego, CA

• Designed a research plan to bring design thinking to college campuses and match design students with industry partners
• Conducted stakeholder interviews and created business models
• Presented our research to SAP design team and the Design Lab is collaborating with SAP to prototype this initiative

Production Team Intern • YS Entertainment
www.jtv.com.tw • Summer 2015 • Taipei, Taiwan

• Designed show content for award winning Taiwanese variety show
• Iterated on components based on analysis of viewer demographics

projects

UIUX Designer & Developer @ Food.AI Mobile Web App • Fall 2016

Designed and developed a chatbot using Wit.AI that gives users food recommendations based on needs, eliminating the tedious search through lists. Process included needfinding, prototyping, developing, iterating, and A/B user testing.

View other projects at madelinehsia.com

education

University of California, San Diego
B.S. Cognitive Science: Human-Computer Interaction
Minor in Computer Science
Upper Div GPA: 3.9
Fall 2014 - Fall 2017 Expected

skills

Design
Sketch, InVision, Photoshop, Illustrator, Design thinking, Needfinding, Prototyping, User Research

Development
HTML, CSS, Git, C++, Java, Javascript, Bootstrap
Agile Software Dev

coursework

Design
Pro Web Design
Social Computing
Interaction Design
Cognitive Design Studio
Usability & Info. Architecture

Development
Software Engineering
Object Oriented Design
Advanced Data Structures
Computer Organization & Systems Programming
Software Tools & Techniques