

madeline hsia

Designer and Developer

mhsia@ucsd.edu
+1 949 899 5927
madelinehsia.com

EXPERIENCE

RecyCool

Project Manager & Designer • March 2016 - Present • San Diego, CA

- Project managed a team of 3 developers and 3 artists to develop an educational web game on Unity targeted towards elementary students.
- Created characters, animations, and designed game interface.
- Interviewed students and prototyped games before development.
- Product was showcased at the San Diego Design Forward conference and on the Jacobs School of Engineering newsletter.
- Currently debugging and polishing, but will be available soon at recy.cool

The Design Lab at UCSD

Design Research Intern • March 2016 - 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 for students, San Diego startups, larger industry partners, and professors.
- Presented our user research to SAP's design team, my team is currently collaborating with SAP to prototype this initiative.

YS Entertainment

Production Team Intern • Summer 2014 • Taipei, Taiwan

- Designed show content (animation, scripts, costumes) for award winning Taiwanese variety show.
- Iterated on components based on analysis of viewer demographics.
- Monitored live show shootings and audience interactions.

PROJECTS

Food.AI Mobile Web App • Fall 2016

UI Designer & Developer

- Developed a chatbot using Wit.AI that gives users food recommendations based on needs, eliminating the tedious search through lists.
- Went through complete design process from needfinding to user testing.
- Designed the interface, created mockups, paper prototypes, and implemented the app with Node.JS and Heroku.

CoupleTones Geolocation Social App • Spring 2016

UI Designer & Developer

- Developed a geolocation Android application that notifies users when a partner leaves or visits a favorite location.
- Implemented the app full-stack with Firebase backend with 4 teammates.
- Designed the interface and created mockups.

EDUCATION

University of California,
San Diego

Fall 2014 - Fall 2018 (Expected)

B.S. Cognitive Science: Human-
Computer Interaction

Upper Div GPA: 3.9

Minor: Computer Science

COURSEWORK

Software Engineering

Interaction Design

Usability & Info. Architecture

Modeling & Data Analysis

Advanced Data Structures

Object Oriented Design

Discrete Mathematics

Computer Organization

& Systems Programming

Mathematics Algorithms

Software Tools & Techniques

SKILLS

Development

HTML, CSS

Java, C/C++

Terminal, Linux/Unix

Git, Agile Software Dev.

Android Studio

Design

Sketch

Invision

Adobe Illustrator

Adobe Photoshop

Design thinking

Needfinding

User research

Wireframes & Mockups

Prototyping

In Progress

Javascript

Node.js