madeline hsia

Designer and Developer

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

EXPERIENCE

RecyCool
Project Manager & Designer • March - September 2016 • 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.
• Product was showcased at the San Diego Design Forward conference and on the Jacobs School of Engineering newsletter. (Play at recy.cool).

The Design Lab at UCSD
Design Research Intern • 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 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, 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.
• Designed the interface and created hi-fi mockups.

EDUCATION

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

COURSEWORK

Design

Practicium in Pro Web Design
Usability & Info. Architecture
Interaction Design
Social Computing

Development

Software Engineering
Advanced Data Structures
Object Oriented Design
Discrete Mathematics
Computer Organization
 & Systems Programming
Mathematics Algorithms
Software Tools & Techniques

SKILLS

Design

Sketch, Invision
Adobe Illustrator, Photoshop
Design thinking, Needfinding
Wireframes, Mockups, Prototyping

Development

HTML, CSS, Javascript
Java, C/C++
Terminal, Linux/Unix
Git, Agile Software Dev.