

madeline hsia

Designer and Developer

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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