

# 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.

### UCSD Outback Adventures

#### Assistant Guide • April 2015 - December 2015 • San Diego, CA

Instructed kayaking and hiking trips. Tasks involved trip preparation, wilderness cooking, wilderness protocols, and wilderness First Aid/CPR.

## PROJECTS

### 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 UI mockups.

### Class Projects • Fall 2014 - Winter 2018

- Implemented an autocomplete function using a Multi-Way/TST (C++)
- Implemented the Huffman Algorithm to compress files (C++)
- Recreated 2048 puzzle game & GUI (Java, JUnit)

## EDUCATION

### University of California, San Diego

Fall 2014 - Fall 2018 (Expected)  
B.S. Cognitive Science: Human-Computer Interaction  
Major GPA: 3.4  
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

Adobe Illustrator  
Adobe Photoshop  
Design thinking  
Needfinding  
User research  
Wireframes & Mockups  
Prototyping

### In Progress

Sketch  
InVision  
Javascript  
Node.js