

# madeline hsia

designer and developer

[madelinehsia.com](http://madelinehsia.com)

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## experience

Instructional Assistant • UC San Diego  
[design100.ucsd.edu](http://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](http://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](http://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](http://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

UI/UX 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. Developed with Node.JS, HTML/CSS, and Heroku.

Please view my other projects at [madelinehsia.com](http://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,  
Design Research, User Testing

Development

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

## coursework

Design

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

Development

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