

MELODY MIAO

Product Designer

CONTACT

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melodymiao.me

EDUCATION

UC BERKELEY | 2021-2025

Cognitive Science B.A.

Data Science B.A.

COURSES

Full Stack Web Development

Web Design

Intro to Figma

Introduction to Building Apps (iOS)

Structure and Interpretation of Computer Programs

Data Structures

TECHNICAL SKILLS

Figma	Webflow
HTML/CSS/JavaScript	Canva
React	Mailchimp
Python	WordPress
Java	Wix
Adobe Premiere Pro	
Adobe After Effects	
Adobe Photoshop	

REFERENCES

LIZ SEAL

Berkeley Recreation & Wellbeing

lizseal@berkeley.edu

SUMMARY

Product designer creating impactful user experiences for others. Looking for product design opportunities to apply previous design and development experience to help others.

EXPERIENCE

VP OF TECHNOLOGY & WEB GOLD TEAM LEAD

UC Berkeley Innovative Design | August 2023 - present

- Update club website by designing and developing responsive pages for major club events
- Lead end-to-end website design and development for team client project, using Figma and HTML/CSS/JS on React framework
- Manage and mentor a team of 10 members in web design and development
- Hosted Intro to UX Design Workshop for Berkeley student community

COMMUNICATIONS ASSOCIATE (DESIGN)

Berkeley Recreation & Wellbeing | March 2023 - present

- Produce graphics for UC Berkeley's Department of Recreation & Wellbeing official social media platforms, increasing following by 20.9% (16,000 followers total)
- Spearhead design for the NIRSA Creative Excellence Awards-winning rebrand of UC Berkeley Rec Sports to RecWell by designing templates for cohesive brand identity across posts and digital/printed gym signage
- Innovate new campaign ideas (eg: Fitness Class Feature Friday, Wellness Wednesday)
- Create monthly newsletter with 70% open rate (out of 45,000 RecWell members)
- Maintain and update the Berkeley RecWell website

VICE EXECUTIVE, DIRECTOR & VIDEOGRAPHER/EDITOR

Korean Performance Group | September 2021 - present

- Organize club activities, projects, and logistics, ensuring smooth club operations
- Directed and led 13 dance projects and teams over 5 semesters
- Edit Instagram thumbnails/teasers (82k+ engagements)
- Edited 18 and filmed 10 professional dance videos for KPG Cal's YouTube channel, totaling 32k+ views; animated logos/credits graphics

PROJECTS

Website redesign & development

MESKIE'S ETHIOPIA RESTAURANT

Figma + HTML/CSS | Timeline: 2 weeks

Website redesign

DOLCI MANGO

Figma | Timeline: 2 weeks

App design

CHECKT

Figma | Timeline: 1 week

Website design & Full stack web development

MOODTUNES

Figma + React.js | Timeline: 3 weeks

Video editing

KPG CAL

Premiere Pro + After Effects + Photoshop

- (G)I-DLE - Queencard
- ITZY - Break My Heart Myself
- LE SSERAFIM - Antifragile
- ... and more (totaling 32k+ views)