## **Eugene Song**

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#### Education

Washington University in St. Louis, MO 08.2019–05.2023 Dual Degree: Bachelor of Science in Computer Science Bachelor of Arts in Communication Design

Minor in Business Analytics

#### Experience

Silvia Health Seoul, Korea 06.2021–Present

# **Product Design Intern**

Collaborated with research scientists weekly to design brain training games for our targeted users. Worked closely with developers to design the entire flow and system of the mobile app using Figma and Zeplin. Utilized Jira and Confluence to collaborate with everyone in the start-up on projects.

Design for America St. Louis, MO 02.2020–Present

### Project Member-Uncle Joe's Texting

Took on a collaboration project with Uncle Joe's (peer counseling service on campus) to design a mobile app that allows text-based counseling. Conducted user and ground research through interviews, group meetings, and surveys. Executed wireframing and prototyping the user interface by working with the project members and the school's developers club.

# Dashing Diva Seoul, Korea 08.2020

#### Marketing Design Intern

Developed designs for website interfaces, marketing ads, and social media content using Ai, Id, Ps. Pitched and led seasonal event to promote sales of new products. Analyzed sales patterns using Google Analytics to develop effective marketing strategies. Assisted in solidifying designs for the coming seasons' nail products.

#### Involvement

McKelvey Engineering St. Louis, MO 08.2021–Present Teaching Assistant: CSE247 Data Structures and Algorithms

Assisted the professor in grading labs and exams. Provided help to students who struggled with difficult concepts and implementation for labs or exams.

Design for America St. Louis, MO 02.2021–Present

## Director of Recruitment

Developed presence of DFA on campus by leading multiple marketing campaigns to increase attention and retention: digital marketing, social media, and cause marketing. Facilitate design thinking education to DFA and other students groups. Oversee entire application submissions and selection process.

# WashU BizTech St. Louis, MO 04.2021-Present

### Director of Design

Create regular content for LinkedIn, Facebook, Instagram, and newsletters. Coordinate with the Director of Marketing to promote club activities across the school campus and create promotional materials.

# Sam Fox Peer Mentor St. Louis, MO 05.2020-05.2021

### Peer Mentor for Incoming Freshmen

Assisted in helping freshman design students acclimate to WashU by providing academic advice and mentorship.

## Skills

UX Prototyping Multimodal Design Communication Design Systems Thinking Adobe CC, Figma, Sketch HTML5, CSS3, Javascript React, jQuery, p5.js, d3.js R, Python, Java

Figma, Zeplin, Sketch