# EUGENE SONG

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## EDUCATION

**Washington University in St. Louis**
Dual Degree | May 2023

**Sam Fox School of Design & Visual Arts**
Bachelor of Arts in Communication Design
**McKelvey School of Engineering**
Bachelor of Science in Computer Science
**Olin Business School**
Minor in Finance

## LEADERSHIP

**Hack WashU**
*Director of Design* | 02.2022 – Present

Curate brand through logo design, typography, and color theory. Design graphics to market the organization to students nationwide.

**WashU BizTech**
*Director of Design* | 04.2021 – Present

Coordinate with Marketing Director to design promotional materials. Establish overall branding for over 100 members across 4 platforms.

**Design for America – WashU**
*Studio Mentor* | 02.2022 – Present

Mentor project teams throughout the process of interviewing, user testing, and prototyping.

*Recruitment Chair* | 02.2021 – 01.2022

Amplified presence of DFA on campus by leading marketing campaigns to increase attention and retention. Managed all submissions and the entire application process.

*Project Team Lead* | 02.2021 – 01.2022

Conducted user and ground research through interviews and surveys. Implemented wireframes, user journeys, and high-fidelity prototypes. Facilitated weekly team meetings to discuss ideation of possible solutions.

## RELEVANT COURSEWORK

**Design**

Advanced Interaction Design, User-Centered Applications, Interaction Foundations, Typography, UX Research Methods, Visual Principles for the Screen

**CS**

Web Development, Rapid Prototyping and Creative Programming, Software Engineering Workshop, Data Visualization, Object-Oriented Software Development

## EXPERIENCE

**McKelvey School of Engineering**
Software Engineering Workshop
CSE 437 *Teaching Assistant*
St. Louis, MO | 01.2022 – Present

Meet with class teams weekly in scrum during Agile-based stand-ups to discuss blocks and weekly goals. Advise student teams to resolve team conflicts.

Introduction to Data Science
CSE 217A *Teaching Assistant*
St. Louis, MO | 01.2022 – Present

Assist professors during class time with course material. Grade assignments, projects, and exams. Provide help to students who struggle with difficult concepts and implementation.

Data Structures and Algorithms
CSE 247 *Teaching Assistant*
St. Louis, MO | 08.2021 – Present

Assist the professor in grading studio quizzes, labs, and exams. Conduct office hours for students needing assistance in labs and exam preparation.

**Silvia Health**
*Product Design Intern*
Seoul, South Korea | 06.2021 – 12.2021

Built high-fidelity prototypes and deliverables for developers. Collaborated with research scientists weekly to design in-app brain training games and tutorials. Used Jira and Notion to communicate with scrum masters and product managers.

**Dashing Diva**
*Marketing Design Intern*
Seoul, South Korea | 08.2020

Delivered graphics for website interfaces, marketing ads, and social media content. Initiated seasonal marketing events to promote sales of new products. Analyzed sales patterns using Google Analytics to develop effective marketing strategies.

## SKILLS

**Software**

Adobe Photoshop, Illustrator, InDesign, AfterEffects, Premiere Pro; Figma; Zeplin; Framer; InVision Studio; Sketch

**Programming**

HTML/CSS, JavaScript, d3.js, p5.js, Python, React, JQuery, C, C++, MySQL, Java