

# KAREN SONG

Product Designer | User Experience designer

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## EDUCATION

### CALIFORNIA COLLEGE OF THE ARTS

SAN FRANCISCO, CA | 2015- May 2018 (anticipate)

*BFA, Human Computer Interaction*

### CHINA ACADEMY OF ARTS

HANGZHOU, CHINA | 2012- 2014

*BFA, Landscape Design*

## SKILLS

### Software

Photoshop  
Illustrator  
InDesign  
Premiere  
After Effects  
Sketch  
Keynote  
Principle  
Origami  
Fusion 360  
SketchUp

### Design

Design Research  
Design Strategy  
User Interface  
Web Design  
Service Design  
Storytelling  
Scenario Design  
System Design  
Prototyping  
Video Editing

### Programming

Processing  
Arduino  
Particle Photon  
HTML/CSS  
Python

### Others

Business Strategy  
Marketing  
Illustration  
Storyboarding  
Model Making

## AWARDS

### Totem Keychain:

#### Best Potential Development

CCA Hybrid Lab & Qualcomm Exhibition 2016

Team members:

Henry Bacon, Elissa Welsh, and Vergil Shi

### Academic Excellence Scholarship

The landscape design program student selected for the 2012 China Academy of Arts scholarship.

## LANGUAGES

English  
Chinese

## EXPERIENCE

Feb 2018  
Present

### THE WRECKING CREW | SAN FRANCISCO, CA

*Interaction Designer (contract)*

- Refine prototype of the MVP Business Support Membership
- Illustrations of service/experience concepts
- Presentations to T-Mobile leadership
- In-channel MVP launch plan and 2018 strategic roadmap

June 2017  
Sept 2017

### MICROSOFT (Office team) | REDMOND, WA

*UX Designer Intern*

- Illustrated the future user journey, storyboard for Office's new service: Office Intelligence Network(PIN)- a service for enterprise users to connect with resources, people, contents effectively
- Brought the successful metric to PM team and executives by helping them come up with the plan for a high fidelity video and final mockups for Q3 and Q4 stage.

Sept 2017  
Present

### BAX Group Travel | SAN FRANCISCO

*CMO, Co-founder*

- Responsible for advertising, market research, brand management, and acquiring and maintaining new customers.
- Work closely with CEO, CFO and CTO to run company's app and website. Implements company's long and short term goals

Nov 2016  
Dec 2016

### FORD MOBILITY COMPANY | SAN FRANCISCO

*Project Interaction designer*

- Collaborated with Ford Motor Company and the city of San Francisco to design the future of mobility
- Developed insights, design provocations, and a video culminating with a presentation at Ford in Palo Alto

Sept 2016  
Dec 2016

### THE CENTER FOR INVESTIGATIVE REPORTING | SAN FRANCISCO, CA

*Researcher/Animator for Reveal mutiplatform*

- Led team to research the housing issue in the Bay Area
- Generated innovative documentaries for CIR and ENGAGE at CCA

May 2016  
Sept 2016

### SECRET PROJECT | SAN FRANCISCO & TAIWAN

*Interaction Designer*

- Utilized the "Think Wrong" methodology within a design blitz format to create positive change in Taiwan Toucheng Leisure Farm Hotel and drove long-term social impact
- Collaborated with farmers and interdisciplinary subject experts to prototype how to bring rural life and into community