

MELODY MIAO

UX 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

Structure and Interpretation of Computer Programs

Data Structures

TECHNICAL SKILLS

Figma

HTML/CSS/JavaScript

React

Python

Java

Adobe Premiere Pro

Adobe After Effects

Adobe Photoshop

Canva

REFERENCES

LIZ SEAL

Berkeley Recreation & Wellbeing

lizseal@berkeley.edu

SUMMARY

Detail-oriented UX designer with experience in web design and development, graphic design, motion design, and more.

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 innovating new campaign ideas (eg: Fitness Class Feature Friday, Wellness Wednesday) and designing templates for cohesive brand identity across posts and digital/printed gym signage
- 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 16 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)