

Stephen Song

Digital Product & Experience Designer

www.stephensong.com
stephen@stephensong.com
@songofstephen

Education

B.S. Computational Media @ Georgia Tech, Aug 2013 – May 2017

An interdisciplinary program combining computer science, digital media, and design

- **3.91 GPA**, Georgia Tech Honors Program
- **Leadership:** Design Club (Creative Director), Startup Exchange (Head of Culture), Graph House (Co-Founder)
- **Featured Coursework:** Principles of Information Design, Designing for Shared Value, Computational Journalism, Design of Online Communities, Privacy Tech Policy Law, Social Justice and Critical Theory in Design

Experience

Digital Designer & Community Manager @ Elevator Factory, Nov 2016 – Present

Coworking space by day, community for culturally relevant programming by night

- Designed digital and print assets including flyers, pamphlets, editorial spreads, and projections for in-house programming and experiences open to the public
- Produced and edited photographic assets for Elevator Factory's digital presence and social media
- **Featured Projects and Artists:** *Atlanta Fashion Tech Summit*, *The Plate Sale* (Mike and Shyretha Sheats of Staplehouse), *In Search of the Truth* (Will Sylvester), *A Possible Structure for a New Language* (Esteban Patiño)

Designer & Co-Founder @ Graph House, Aug 2016 – Present

Student-run creative agency helping Atlanta startups tell their stories with design

- Created landing pages, UI mockups, and visual design packages for freelance clients that demoed at Atlanta pitch competitions, investor meetings, and CES 2017
- Mentored student designers on project management, design principles, and freelance client communication

Product Design Intern @ MailChimp, Nov 2015 – Aug 2016

Email marketing & e-commerce company empowering businesses with customer insights

- Designed modular components for sharing team resources within the MailChimp app
- Proposed collaboration features and content previews for agencies & small businesses
- Collaborated with MailChimp Research to explore user testing techniques, including remote testing prototypes with user data and A/B testing via feature flags
- Gathered requirements and conducted user interviews from cross-company departments to redesign MailChimp's internal tools for inspecting user accounts & resolving tickets

Product Designer @ Bloveit, Apr 2015 – Oct 2015

An app that recommends interesting date ideas from 250+ curated venues in Atlanta

- Performed customer discovery and identified pain points in planning dates and finding venues
- Conducted usability studies and surveys through iterative mobile prototypes in Axure
- Coordinated brand assets such as landing pages, promotional videos, and editorial content

Workflow

Tools

HTML, CSS, JavaScript, Java,
Processing, Sketch, InVision, Axure,
Photoshop, Illustrator, InDesign,
Premiere, After Effects

Skills

UI/UX Design, Usability Testing,
Email Marketing, Information
Architecture, E-Commerce,
Photography, Storytelling

Passions

Civic Innovation, Social Justice,
Tech Industry, Entrepreneurship,
Diversity, Artistic Lifestyles, Film
Analysis, Journalism, Poetry

Projects

Skinsense (Front-End Development & Design), Nov 2015 @ HackDuke

Skinsense is a mobile app that screens for melanoma by running computer vision algorithms on photos of skin moles. The app was created under HackDuke's Health & Wellness track and was featured as a Devpost staff pick.

Samplify (Graphic Design & Web/API Development), Jan 2014 @ MHacks III

Samplify is an app that listens to songs and identifies sampled tracks. After becoming one of the top five projects at MHacks III, Samplify was downloaded 8,000 times and received critical acclaim from over 25 news sources.