

# Stephen Song

Product Design, Digital Experiences, etc.

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## Experience

### **Product Designer → Facebook**

Oct 2017 - Present

*Travel Ads, Vertical Products, Dynamic Ads*

Designed end-to-end features for advertising tools tailored to the travel industry. Partnered with content strategists and researchers to abstract the complexity of Facebook's customer acquisition and remarketing tools. Communicated the team's vision for a holistic redesign of how businesses express their business goals and ideal audiences. Collaborated in design sprints with Ads Delivery, Facebook App Monetization, Search Experiences, and Instagram Business.

### **KPCB Design Fellow → Handshake**

May 2017 - Aug 2017

Created design assets for product launches across the employer and mobile engineering teams. Designed resources, templates, and playbooks for 500+ universities on Handshake's platform. Selected as one of 14 design fellows from 2500+ applicants to the KPCB Fellows Program.

### **Creative Assistant → Elevator Factory**

Oct 2016 - Mar 2017

Coworking space by day, contemporary arts community by night. Produced digital & print assets for events with The Plate Sale, Atlanta Fashion Tech Summit, Esteban Patiño, and Argha Noah.

### **Product Design Intern → MailChimp**

Nov 2015 - Aug 2016

Unified interaction patterns for sharing, accessing, and managing resources between multiple accounts. Prototyped components that were introduced into MailChimp's pattern library.

### **Software Development Intern → MailChimp**

May 2015 - Aug 2015

Redesigned and refactored the front-end of MailChimp's list imports feature. Coordinated research and technical specifications between the development, design, and content teams.

### **UI/UX Designer → Bloveit**

Apr 2015 - Oct 2015

First product designer for an app and concierge service that helps people find places to go on dates. Prototyped and validated designs that recommend top restaurants and venues in Atlanta.

## Education

### **B.S. Computational Media → Georgia Institute of Technology** 2013 - 2017

*3.9 GPA, Georgia Tech Honors Program*

Curriculum: Innovation and Design Collaborative, Design & Social Interaction Studio, Ivan Allen College of Liberal Arts, Comp.Social Lab, College of Computing, Startup Exchange

## Skills

Prototyping, Interface Design, Journey Mapping, Usability Testing, Email Marketing, eCommerce, Digital Marketing, Travel Advertising, User Research, Concept Development, Visual Storytelling

Sketch, Photoshop, Illustrator, InDesign, After Effects, Photography, Videography, Printmaking, HTML, CSS, Javascript, Processing, Framer, Origami, Axure, InVision