

Melody Ling

Multimedia Designer

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Experience

Asus (Sponsor Project) / Multimedia Designer

Sep - Dec, 2021, Los Angeles, CA

- Led design team and conducted contextual inquiry and user interview to validate product future plan
- Improved Armory Crate's existing visual design system and user flow by developing assets and wireframes in Figma
- Presented across Asus Asia and earned 95% client satisfaction rate by successfully grasping user pain points

Snap & ArtCenter Sponsor Project / Design Researcher

May - Jul, 2020, Pasadena, CA

- Researched AR livestream culture; Collected data used for computer vision ML training that resulted in an AR web app

Fjord (Accenture) / Design Intern

Jun - Aug, 2018, Culver City, CA

- Designed the user experience of a cross-generational communication tool to reduce interaction frictions
- Conducted design research and case study with 30+ users; Presented across Fjord LA, SF and Seattle

Parakeet Health (Incubate USC) / Lead Designer

May - Aug, 2018, Los Angeles, CA

- Led the design team and coordinated the entire design process of the beta mobile App; Optimized workflow by collaborating closely with cross-functional partners
- Pitched design concept and outcome in front of 10+ investors; Aided the process of gaining seed fundraising by increasing users' task completion rate by 50%

Design Awards

People's Choice Award / ModernSky Installation Art Contest

Nov 2020

Best Google VR Hack / SB Hacks, sponsored by Google

Jan 2018

ABC Innovation Prize Finalist / USC Viterbi Innovation

Dec 2017

Education

ArtCenter College of Design

Master of Fine Arts,
Media Design Practices
Anticipated Graduation: May 2022
Distinction eligibility (GPA 4.0);
Scholarship and grant recipient

University of Southern California (USC)

Bachelor of Arts, Philosophy, Politics and Law; Minor in Business
Aug 2015 - May 2019

Skills

Design & Research

Design Thinking
Rapid Prototyping
Visual Communications
Video & Animation
Web Design
Digital & 3D Design
Physical Computing
Creative Coding
Motion Capture
Sound Design
Creative Writing
Contextual Inquiry
Participatory and Co-Design

Software

Adobe Suite (Xd/Ps/Ai/Id/Pr/Ae),
Unity, Fusion 360, Rhino, Figma,
Sketch, InVision

Programming

HTML/CSS, JavaScript, Python,
Processing, p5.js, Arduino, Raspberry Pi, Lens Studio