

# Charlie Wang

Product Designer | Cognitive Science @ UC Berkeley | [cpwang11@gmail.com](mailto:cpwang11@gmail.com) | [Portfolio](#)

## EDUCATION

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### University of California, Berkeley

B.A. Cognitive Science

Berkeley, CA

Aug 2025 - Present

### University of Southern California

B.S Cognitive Science & Data Science

Los Angeles, CA

Aug 2024 - May 2025

- Minor: Computer Programming

## WORK EXPERIENCE

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### Recallia (App Startup)

Los Angeles, CA

Co-Founder / Lead UI/UX Designer

May 2025 - Present

- Led product strategy and end-to-end design for an AI-powered memory platform, defining capture, reflection, and engagement experiences from concept to prototype.
- Conducted interviews, journey mapping, and usability testing to identify behavioral patterns and translate findings into product decisions.
- Built scalable design systems and reusable components in Figma to support future expansion across multiple products.
- Designed retention systems including streaks, progression levels, dynamic prompts, and reward mechanics to encourage long-term engagement.
- Collaborated closely with engineering to iterate rapidly and validate new experiences.

### Interaction Lab @ USC

Los Angeles, CA

User Research Assistant

May 2025 - Aug 2025

- Contributed to HCI research studying cognitive behavioral therapy patterns within Reddit communities using Python and PRAW.
- Designed research workflows spanning literature review, dataset collection, and behavioral analysis.
- Processed large-scale user-generated datasets to investigate cognitive and emotional signals in online interactions.
- Synthesized findings into insights surrounding human behavior and digital well-being.

### Venzor Solutions

Torrance, CA

UX Designer

Mar 2024 - Oct 2024

- Led end-to-end UX/UI redesign, producing high-fidelity prototypes and improving mobile performance and responsiveness by **40%** using front-end optimization techniques (lazy loading, HTML/CSS)
- Analyzed user behavior through Hotjar and Crazy Egg heatmaps to uncover usability issues and guide data-driven interface improvements

## EXTRACURRICULARS

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### Innovative Design @ Berkeley

Berkeley, CA

Web Designer - Bike Builders at Berkeley

Aug 2025 - Present

- Led redesign efforts for the Bike Builders at Berkeley website, creating flows and prototypes emphasizing accessibility and visual hierarchy.
- Developed reusable design systems and component libraries to streamline collaboration.
- Worked cross-functionally with developers to ensure feasibility and implementation quality.

### Chinese American Student Association

Los Angeles, CA

Graphics Chair

May 2025 - Aug 2025

- Responsible for creating social media-ready posts, using Adobe Suite, I created 18 posts across Instagram

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**DESIGN:** Figma, Adobe Creative Cloud, Design Systems, Wireframing, Prototyping, Interaction Design, Information Architecture, User Flows, Visual Design, Accessibility

**TECHNICAL:** HTML/CSS, Python, JavaScript, Swift, C++, R, AI Agents, SQL, AI Integration

**RESEARCH:** Competitive Analysis, Usability Testing, Literature Reviews, Behavioral Analysis, Affinity Mapping, A/B Testing, Product Strategy, Systems Thinking