JESSIE SALAS

Berkeley, California
(661) - 487 - 5389
jessiesalas.com
github.com/JessieSalas
jessie.salas@berkeley.edu

B.A. Cognitive Science
concentration in Linguistics
B.A Computer Science
(intended, May 2016)

Skills

Languages Fluency in English and Spanish, with working understanding of Portuguese and French.
Fluency in Python, Java, C, Scheme, R and KVlang, with working understanding of HTML/CSS, Flask, Git

Techniques App-design, software engineering, product prototyping, entrepreneutal mindset, graphic design, statistics and computational modeling (regression/cluster analysis), interpersonal communication, rhetorical writing, public speaking, group-collaboration, teaching.

Tools IBM Watson developer cloud, Scipy, numPy, Pandas, MatplotLib, Natural Language Toolkit, VIM, UNIX, Adobe {Photoshop, Illustrator, Audition, Premiere},

Research and Leadership

WattTime Grid Marginal Analysis,(2013/2014)
I worked directly with the CEO and CTO of WattTime, a company which applies findings from behavioral economics to reduce public energy consumption. I applied cluster-based statistical analysis to devise and implement (python) the algorithmic backbone with which the company identifies a normalized notion of 'difference' between days in terms of a large amount of California CO_2 emissions data.

Lexical Linguistics and Large Data (2014-Present)
Using the Google ngram data set, I built a sparse-matrix based data structure that filtered the existing data set and formatted it in a way convenient for lexical research. I work on a team directly under post-doctoral researcher Yang Xu and professor Terry Regier on a project that aims to use this data set to gain insights on how words change over time based on context.

Cognitive Linguistics in UX (2014)
I designed and deployed an experiment that analyzed how visual stimulus of Loading Bars interacts with linguistic constructs relating to how we speak of time, and how this stimulus affects how we perceive time durations while interacting with software.

Cognitive Decision Theory(2013)
I explored how the behavioral economic principles which describe 'default bias' affect moral decisions, using a modified classic ethics study.

MUSIC 98/198 Course Instructor (Fall 2013, Spring 2014, Fall 2014-Present)
I lead and instruct a course of undergrad and graduate students at UC Berkeley, teaching them the principles of jazz theory and imporivisation.

UC Jazz Ensembles Web Master 2014
Oversee and maintain ucjazz.berkeley.edu website and maintain email database.

UC Jazz Public Relations Officer (2013, 2014)
I lead and manage public interactions of UC Jazz including social media presence, graphic designs, and print media.

UC Jazz Social Chair 2012
Manage and delegate event-planning and worked on organization-building teamwork.

Professional Experience

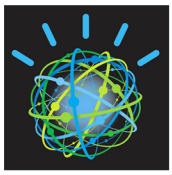
UX and Design Summer 2014
I worked on a team of entrepreneurs to revamp a young startup's public presence. I managed the redesign of Mythus's brand identity alongside its CEO using all forms of media including print, web, and video, as well as user experience in products.

Independent Graphic/Web Design 2011-Present
I have a history of independent graphic and web design, through which I've developed a strong portfolio of commissioned works for a variety of clients, including UC Berkeley campus groups, bay-area musicians, and local startups.

Multimedia Producer Spring 2013
I worked a semester-long position with the Daily Californian, designing, planning, filming and editing new videos with professional-grade equipment and software in a rich collaborative team to be featured on The Daily Californian's online sites.

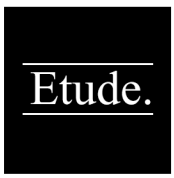
What I've built

IBM Watson Developer In progress
I was chosen through a competitive application to work on a team in a national competition which uses IBM Watson's cognitive computing capablilites, leveraging them in a form which will help healthcare access in India with a Watson-powered mobile app.



BEST Apps Summer 2014
I develop applications under an app group called BEST Apps, which I founded this summer. I designed, coded, and released the first application of the series, BEST Tabata Timer, into the Android App Store.

Etude Spring 2014
Award-winning software which automates the creation of etudes based on and implementation of text-parsing techniques and music theory to decide optimal notes to practice over given chord changes.
Awarded 4th place at Berkeley CSUA Spring 2014 Hackathon by judges from Meraki, Rackspace, and Electronic Arts. (24hr Hackathon)



Symba Fall 2014 + In-progress
I developed an Android Application called Symba, which stands for Symbol-analysis; it's an approach to learning jazz improvisation by methodically practicing each chord symbol. I am currently collaborating on a team which is pursing a web implementation and increased functionality.

Foxtrot Fall 2014
Award-winning software which accepts related-rates calculus word problems in natural language, builds a relational data structure of object-to-value mappings based on the input, and solves the problem , explaining it to the user in an attractive user interface.
Awarded 1st place at "Hackers at Berkeley" Fall 2014 Hackathon (12 hr hackathon)

Punderful Spring 2014
Award-winning software for decomposing natural language into words, constituent syllables and speech sounds to implement processes for computer-generated wordplay. Spoonerisms were recently added implemented.
Awarded 'Best Presentation' at "Hackers at Berkeley" Spring 2014 Hackathon (12 hr hackathon)