

# Cathleen Jia

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## EDUCATION

UC Berkeley

**B.A. Computer Science**, May 2020

Relevant coursework: Algorithms, Intro to Artificial Intelligence, Data Science, Data Structures, Design Methodology, Linear Algebra, Python Series, Computer Architecture, Discrete Math, Circuit Design, Discrete Math, Computer Architecture

## SKILLS

Adobe Experience Design, Illustrator, Photoshop, InDesign, Lightroom, Figma, Sketch

HTML, CSS/SCSS, jQuery, Javascript, Java, Python, C, SQL, React, Redux

## SIDE PROJECTS

### Design Portfolio + Documentation

*cathleenmjia.com*, Fall 2017

Designed and developed my design portfolio. Iterated through several designs, and documented entire process. Developed with HTML, CSS, Javascript, and jQuery.

### Relational Database Management System (DBMS)

*Database*, Spring 2017

Developed a DBMS as well as a DSL for users to interact with the database.

### Web Mapping Application

*BearMaps*, Spring 2017

Built a web mapping application, using real world mapping data.

Breakdown: rastering for zoom, graph traversals for routing, A\* for searches.

### American Sign Language Translator

*Com-motion*, Summer 2015

Used EMG data from gesture control armband, Myo, to translate ASL into text in order to bridge language gaps.

## EMPLOYMENT

Halfy Hour

**UI/UX Designer**, Summer 2017

- designed and simplified UX flows and UI for both android and iOS app
- conducted extensive research into the mobile food application sector, including customer interviews, user testing sessions and testing competitor products to find pain points
- beta tested prior to each push to the Android and Apple app store
- partnered with remote developers to oversee projects from conception to final release
- assisted in transition of design assets during acquisition by Kiwi

CITRIS Foundry

**Social Media and Brand Strategist**, August 2017 - December 2017

- iterate and standardize a creative brand identity to engage target audiences via print and electronic media
- designed visuals for the website, booklets, posters, and signage
- research user engagement and combine current trends with previous metrics to manage CITRIS Foundry's online presence
- optimize marketing strategy in order to solicit diverse and quality applicants to the program following annual application cycle timelines

## EXPERIENCE

Cal Hacks

**Executive Director**, Jan 2017 - Present

- mobilize logistics through campus for the world's largest hackathon
- negotiate and lock down \$200,000 venue and handle hundreds of shipments of packages to and from sponsors
- build relations with vendors and sponsors, i.e. Facebook, PwC
- coordinate 8 bus routes with 500 passengers from 13 California schools: optimizing routes and budget via competitive quotes
- formulate marketing and outreach strategy to increase diversity and generate curiosity for computer science and engineering technology

Build the Future

**Instructor**, May 2017 - Present

- develop website for the course, centralized source of information for all students regarding assignments, speakers
- designed visuals for social media, including Facebook/Medium banners
- design curriculum for a 1 unit course around the basic building blocks of successful startups and entrepreneurship culture
- expand network of support and insight into industry and academia via emails, luncheons, and mixers
- head logistics of the speaker series course -- book venues, manage course registration, and push updates to course website