

Cathleen Jia

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EDUCATION

UC Berkeley

B.A. Cognitive Science and

Computer Science Minor, 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.

EMPLOYMENT

Halfy Hour

UI/UX Design Intern, 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/Brand Strategist + Visual Designer, Fall 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