

Cathleen Jia

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EDUCATION

UC Berkeley

B.A. Computer Science, May 2020

Relevant coursework: Python, Data Structures, Computer Architecture, Discrete Math, Design Methodology, Linear Algebra, 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

Hackathon Judging Platform

HackJudge, Fall 2017

Digitizing former paper and pencil judging system for Cal Hacks. Using React and Redux for frontend development. Enables judges to record scores on mobile and streamlines decision process.

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 readable 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 - Present

- 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
- iterate and standardize a creative brand identity to engage target audiences via print and electronic media

EXPERIENCE

Cal Hacks

Director, Jan 2017 - Present

- mobilize logistics through campus for the world's largest hackathon
- build relations with vendors and sponsors, i.e. Facebook, PwC
- budget and order 36 hours worth of food for 1,400 people
- 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

Facilitator, May 2017 - Present

- 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

Asian Business Association

Publications Committee, Spring 2017

- drafted marketing materials for club events and recruitment