

Cindy (Kaiyun) Jiang

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EDUCATION

University of Southern California, Viterbi School of Engineering

Los Angeles, CA

Master of Science, Communication Data Science

Expected May 2025

Coursework: Data Visualization; Data Science for Communication and Social Networks; Data Science at Scale;

Theoretical Approaches to Multidisciplinary Design Projects; Integrated Communication Strategies; Audience Analysis

University of Southern California, Annenberg School for Communication and Journalism

Los Angeles, CA

Bachelor of Arts, Major in Communication, Minor in Business Finance

Dec 2023

GPA: 3.9/4.0

Honors: London Study Abroad Program (Spring 2023); USC Dean's List

PROFESSIONAL EXPERIENCES

Easley Dunn Productions, Inc.

Los Angeles, CA

Creative Economy Strategy Intern

Jun - Dec 2024

- Collaborated with USC's award-winning Prof. Scott Easley and led the Economy team to design wagering for the game *RobotRace* on Apple Store. Developed a new badge system linked to player XP levels to enhance user retention.
- Analyzed player behavior data using Exploratory Data Analysis (EDA) and statistical methods to identify trends, optimize user engagement strategies, and define actionable key performance indicators (KPIs) for growth.
- Created dynamic data visualizations and interactive dashboards to communicate insights to cross-functional teams, enabling data-driven decisions for game design, player experience enhancements, and monetization strategies.

Deloitte Consulting

Shanghai, China

Strategy Consulting Intern

May - Aug 2023

- Participated in the project of "Industrial Development Planning of Beijing Huairou Science City" under the leadership of the Director of Strategy, Analytics and M&A (SAM), delivering strategic insights by conducting targeted analyses on the stainless steel industry and major consumer packaged goods companies to identify growth opportunities and trends.
- Used R and Python to conduct an in-depth visual analysis of 100+ enterprises from the global scientific instrument and sensor industry, and studied the business performance, corporate structure, investment and expansion strategies.
- Developed financial models and forecasts to assess potential merger and acquisition opportunities, analyzing critical metrics such as valuation, ROI, and cost synergies, while benchmarking client performance against industry standards.

VIITTA Fashion, London

London, United Kingdom

Design Assistant Intern

Mar - May 2023

- VIITTA Fashion is a London-based sustainable clothing brand specializing in handmade garments using a macramé knotting technique and a strict zero-waste policy. Contributed to optimizing material usage, while assisting in expanding the product line limited-edition designs that aligned with the brand's commitment to environmental responsibility.
- Supported product photoshoots by coordinating styling and logistics, and attended events to promote brand awareness.

Wyndham Hotels & Resorts, APAC

Shanghai, China

Human Resources Intern

May - Aug 2021

- Translated documents, including contracts, financial reports, and business letters, from Mandarin to English for the Vice President of Human Resources. Arranged phone calls and face-to-face interviews for the Director of Human Resources.
- Reviewed and selected resumes for positions across the Shanghai Headquarters and hotels, ensuring alignment with role requirements, and updated candidates to the Human Resources Coordinator daily for timely follow-ups and interviews.

Shanghai Media Group

Shanghai, China

News Editor Intern

Jan - Jul 2021

- Worked under Channel Two and established a brand-new TikTok program called "Shanghainese Chit Chat" with a group of seniors. We have successfully produced 553 videos so far and gained 369k likes, with 91k followers in total.
- Edited short videos for the program covering current news, all spoken in standard Shanghainese, with the goal of promoting, preserving, and cherishing the local language and cultural heritage while fostering intergenerational pride.
- Connected with "Big V" bloggers like Afu Thomas and Amanda Tastes, to explore business cooperation opportunities.

SKILLS

Technologies: Python (Pandas, Matplotlib, NumPy, Seaborn, Beautiful Soup), Javascript (D3.js), R, SQL, HTML, A/B testing, Microsoft Office Suite, Final Cut Pro, Adobe Photoshop

Languages: Japanese (JLPT N1 Certificate), English (Native), Mandarin (Native)

Interests: Focaccia Baking, Golf, Competitive tennis, Relationship counseling