

JONATHAN YANG

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EDUCATION

University of California, Berkeley | 3.94 GPA

Bachelor of Science, Intended Business Administration; Bachelor of Arts, Cognitive Science

Certificate in Technology Entrepreneurship; Certificate in Design Innovation

Expected Graduation May 2020

EXPERIENCE

MissionU | Jun 2017-Aug 2017

Product Development Intern

- Developed competitive landscapes for coding bootcamps and post-secondary education, market segmentations breaking out potential students, and case studies to support business & partnership development during \$8.5M Series A fundraising
- Built out 2020 job market projection detailing 1.9M data analysts roles broken across industry and company size
- Designed student experience for pilot cohort of 30 students with variable educational and socioeconomic backgrounds
- Engaged Spotify, Uber, Lyft, and other employer partners to prototype data analysis & business intelligence curriculum

Net Impact Berkeley | Sep 2017-Present

Associate Consultant

- Conducted impact evaluation of Opportunity Fund's micro-finance loans for repeat borrowers; analyzing effect of different borrower characteristic permutations on success metrics including credit score, business net income, and job creation
- Presented final deliverable to chief policy officer, spearheading conversation on how to best support small businesses

ImagiCal (American Advertising Federation, Ranked #2 Nationally) | Sep 2016-Present

Creative Director, Project Manager

- Contracted by Airbnb to conduct UX research and formulate and create product solutions to pain points in their process; created UI mock-ups and presented findings to Payment Security and Design team leads
- Conceived and developed \$15M national advertising, marketing, and public relations campaign projected to generate 769.5M annual impressions and 11.6M conversions to trial, for Ajinomoto Windsor's Tai Pei Chinese Food brand
- Led 6 consultants in developing short and long-term alumni engagement strategies for a venture-backed EdTech start-up
- Led a team of 5 creative strategists in building a creative framework for our National Student Advertising Competition campaign; developed creative executions, which include print, video, web, social, environmental, and in-store activations

Free the Children | Feb 2016

Corporate Speaker

- Spearheaded conversation for Free the Children about youth empowerment to the program's financial sponsors, including former Microsoft CEO Steve Ballmer and representatives from American Airlines, Allstate Insurance, and Fox Sports

LEADERSHIP

Innovative Design | Sep 2016-Present

External Vice President, Photo Team Lead

- Organized CMYK, a full-day design and branding competition that hosted 120+ designers & 6 speakers from Google, Adobe, Dropbox, Palantir, & Everlane; developed marketing assets for a local business and generated \$2600 in revenue
- Led a team of 6 experienced photographers to fulfill client projects and facilitate technical and conceptual development
- Spearheaded development, creative direction, and execution of publication detailing team's 4-month body of work

SKILLS AND INTERESTS

Technical Skills

- HTML, CSS, JS, Python, R, Sketch, Adobe Photoshop/Lightroom/InDesign/Illustrator, PowerPoint, Excel

Interests

- Emotional salience in art, print-influenced web design, and the interplay between medium and message
- Late 2000's R&B, Samurai Champloo, and Japanese Americana