

# JONATHAN YANG

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## EDUCATION

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### University of California, Berkeley | 3.94 GPA

Bachelor of Science, Intended Business Administration

Bachelor of Arts, Cognitive Science

## EXPERIENCE

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### MissionU | June 2017-Present

*Product Development Intern*

- Engage industry partners to build business case studies breaking out data analytics growth potential & market opportunities.
- Prototyped data analysis + business intelligence curriculum; designed student experience for first-ever student cohort.

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

*Creative Director*

- Conceives and develops multimillion-dollar national advertising, marketing, and public relations campaigns for corporate sponsors and presents them at the AAF National Student Advertising Competition.
- Lead a team of 5 creative strategists in building a creative framework for our National Student Advertising Competition campaign. Develop creative executions, which include print, video, web, social, environmental, and in-store activations.
- Consulted for Airbnb to conduct UX research and formulate product solutions to pain points in the payment process. Created UI mock-ups and presented findings to Payment Security and Design team leads.

### Free the Children | Feb 2016

*Corporate Speaker*

- Spoke on behalf of Free the Children about youth empowerment to the program's financial backers, including former Microsoft CEO Steve Ballmer and representatives from American Airlines and Allstate Insurance.

### Tenju Tea House | Dec 2015-July 2016

*Tea Barista*

- A first job that taught me to strike the balance between quality and brevity, and to never compromise communication.

## LEADERSHIP

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### Innovative Design | Mar 2016-Present

*External Vice President, Photo Team Lead*

- Innovative Design is UC Berkeley's student-run creative agency. Innovative Design provides graphic design and photography services to on-campus organizations as well as clients around the Bay Area.
- Maintain and leverage relationships with outside groups and industry contacts.
- Organize CMYK, a full-day design and branding competition judged by industry professional designers.

### Rotary International | Sep 2014-July 2016

*District Governor, Chapter President*

- Founded a District Leadership and served as effective head of 100+ Rotary International Interact 501(c)(3) volunteer groups in Southern California and Nevada.
- Partnered with Solar-Aid & End Polio Now to raise \$8,000+ for sustainable solar energy development and
- Coordinated 2,000+ volunteers and canvassed over 20,000 cumulative service hours.

### Operation Smile Student Programs | Sep 2014-Nov 2015

*Southern California Region Board Outreach Director, Chapter President*

- Led student outreach programs for Operation Smile Southern California.
- Coordinated inter-chapter communication and fundraising/cleft-palate informational workshops.
- Raised over \$11,000 in 2014-2016 terms, funding approx. 41 cleft palate operations.

## EXTRACURRICULARS

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### Cal Rotaract | Sep 2016-Dec 2016

*Design Intern*

- Designed promotional material for organization's events, campaigns, and fundraisers.