

JONATHAN YANG

2400 Durant Ave, Norton 706 • Berkeley, California 94720 • (909) 525-6651 • www.jceyang.com • jyangsca@berkeley.edu

EDUCATION

University of California, Berkeley | 3.94 GPA

Bachelor of Science, Intended Business Administration, Cognitive Science

Expected Graduation May 2020

EXPERIENCE

MissionU | June 2017-Present

Product Development Intern

- Engage industry partners to build business case studies into data analytics projects; tailor design and delivery of projects for an online, team-based learning environment.
- Test proposed data analytics projects, using SQL and Python.

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

Creative Director

- Conceive 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.
- Spoke to former Microsoft CEO Steve Ballmer and representatives from American Airlines and Allstate Insurance.

Tenju Tea House | Dec 2015-July 2016

Tea Barista

- Customer interface and customer relation management; produced drinks and food for customers.

LEADERSHIP

Innovative Design | Mar 2016-Present

External Vice President, Photo Team Leader

- 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

Cal Rotaract | Sep 2016-Dec 2016

Design Intern

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