

# 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  
Certificate in Technology Entrepreneurship; Certificate in Design Innovation  
Expected Graduation May 2020

## EXPERIENCE

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### 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*

- Build out new product development, impact evaluation, process mapping & analysis, and go-to-market strategy.
- Analyze long-term impact of Opportunity Fund's micro-finance loans on credit scores, business net income, and household income for repeat borrowers

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

*Creative Director, Project Manager*

- Contracted by 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
- 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 a team of 6 associate consultants to develop short-term and long-term alumni engagement strategies for MissionU
- 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

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### Innovative Design | Sep 2016-Present

*External Vice President, Photo Team Lead*

- Leverage industry contacts at Adobe, Facebook, Google, and Frog to maintain sponsorships and recruitment pipeline
- Organize CMYK, a full-day design and branding competition featuring and judged by industry professional designers
- Lead a team of 6 experienced photographers to fulfill client projects and facilitate technical and conceptual development
- Spearhead development, creative direction, and execution of publication detailing team's 4-month body of work

## SKILLS AND INTERESTS

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### 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