

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

Expected Graduation May 2020

EXPERIENCE

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

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

Cal Rotaract | Sep 2016-Dec 2016

Design Intern

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