

JONATHAN YANG

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

EDUCATION

University of California, Berkeley | 3.88 GPA

Bachelor of Science, Intended Business Administration & Cognitive Science

Expected Graduation May 2020

EXPERIENCE

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

Creative Department

- Conceived and develops multimillion-dollar national advertising, marketing, and public relations campaigns for corporate sponsors and presents them at the AAF National Student Advertising Competition.
- 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.

Tenju Tea House | Dec 2015-July 2016

Tea Barista

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

LEADERSHIP

Free the Children | Feb 2016

Youth 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.

Interact (Rotary International) | Sep 2014-July 2016

District Governor & District Council Founder

- Founded a District Leadership for 100+ Interact student volunteer organizations in S. California and Nevada.
- Partnered with Solar-Aid to raise \$6,000+ for sustainable solar energy development.

Walnut Interact (Rotary International) | Sep 2014-May 2016

Chapter President

- Led student volunteer organization that organized and canvassed local and international service opportunities.
- Coordinated 340+ volunteers & 5,000+ total service hours, & raised \$1800 towards Solar-Aid and End Polio Now.

Operation Smile Student Programs | Sep 2014-Nov 2015

Southern California Region Board Outreach Director

- Led student outreach programs for Operation Smile Southern California.
- Coordinated inter-chapter communication and fundraising/cleft-palate informational workshops.
- Raised over \$7,000.

Walnut Operation Smile | Sep 2014-May 2016

Chapter President and Founder

- Founded and led student org. focused on raising funds for cleft-palate surgeries & oral sanitation education.
- Raised over \$4,000, funding 14 surgeries.
- Recognized by organization as "Outstanding New Club", a designation for the most prolific new chapter in the 2015-2016 school year.

EXTRACURRICULARS

Innovative Design | Sep 2016-Present

Photographer

- Produced and negotiated photographic work for clients based on needs, time frames, and asks.
- Taught a workshop on Adobe Lightroom to over 50 students at Innovative Design's Hone & Explore series.

Cal Rotaract | Sep 2016-Dec 2016

Design Intern

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