

JIN WU

Journalist | Designer | Data Person
Interactive Storyteller

contact

(512) 201-3561
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education

NORTHWESTERN UNIVERSITY

Medill School of Journalism, M.S. in Journalism
December 2015 (expected) / GPA: 3.9

UNIVERSITY OF TEXAS AT AUSTIN

College of Communication, M.A. in Advertising
August 2014 / GPA: 3.97

EAST CHINA NORMAL UNIVERSITY

College of Communication, B.A. in Advertising
June 2012 / GPA: 3.6

skills

Data: R, SPSS, MySQL, NodeXL

Design: Illustrator, Photoshop, InDesign, Sketch

Multi-media: Premiere, Final Cut, Lightroom

Front-End: HTML, CSS, JavaScript, jQuery

Back-End: Basic Python and Ruby

Language: English, Mandarin

awards

•McCormick National Secutiry Scholarship
(2015.9-2015.12)

•Northwestern Edi. Scholarship (2014-2015)

•Pic Wagner Endowed Graduate Fellowship
(2013)

•Tracy-Locke/Morris Hite Endowed Presidential-
Scholarship (2013)

•National Scholarship (2009)

LinkedIn: linkedin.com/in/jinwumedill

GitHub: github.com/jinwuportfolio

Portfolio: jinwuportfolio.github.io

experience

MEDILL NEWS SERVICE (Jan. 2015 - Present)

Business Reporter

- Cover issues pertaining financial payment, healthcare, and environment investment
- Produce multimedia stories for media partners such as U.S. News, USA Today, PC World, Times Union, etc
- Produce photos, videos and data visualization into multimedia package
- Write economic indicator stories such as PPI and unemployment rate

MEC (May 2010 - Aug. 2012)

Researcher / Project Manager

- Published 9 research reports on more than 30 trade medias and national newspapers such as CBN (China's most important financial media), on topics including China's lower-tier markets, luxury consumption, youth culture, consumption trends, being embedded in over 1000 websites
- Quantitatively analyzed consumers' U&A by utilizing databases and social media analytics
- Developed communication strategies and deep consumer insights from quantitative and qualitative researches

KIMBERLY-CLARK CORP. (Sept. 2011 - Feb. 2012)

E-Marketing Intern

- Produced the internal digital marketing monthly newsletter covering industry trends
- Redesigned product page to make it more visually appealing

SAGE (July 2010 - Aug. 2012)

Editor in Chief of monthly newsletter / Communication Lead

- Produced the internal digital marketing monthly newsletter covering industry trends
- Redesigned product page to make it more visually appealing

INTEL / NOKIA (July 2009 - Aug. 2011 by Project)

Freelance Student Research Assistant

- Assisted conducting anthropology researches and UX tests to understand how Chinese consumers use technology

collaborative projects

WIKI STUDIO: collaborative video making platform based on Ruby on Rails

MADE IN CHICAGO: website for a Medill reporting project

VELOCITY: prototype of an electric bike lamp and phone charger