JOANNA LIN SU

Data, Graphics, and News Automation

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EXPERIENCE

New York City | June 2020 - Present
Computational Journalism Fellow
Newlab, AppliedXL
- Leverage Applied XL's data pipelines by creating **data-driven visualizations** based on the in-house database and data analysis.
- **Assess and validate datasets** by conducting data analysis and interviewing field experts.
- Prototype and design **automated data trackers.**
- Test out the workflow of "combining automated data trackers with audience-centric reporting" to maximize news automation and data mining techniques in the journalism industry.

Beijing | June 2018 - Oct. 2018
Data Editor Intern
Beijing Data Visualization Technology Ltd.
- **Collaborated** with engineers and designers in **collecting, scraping, and parsing data with Python**, **cleaning the data with Excel**, **visualizing the outcome with Illustrator**, and writing data-driven news stories for media clients.
- **Published four** stories on Tencent News that amassed **18,000 comments** in total.
- Wrote **scripts** for data visualization animations with motion designers.
- Helped build and maintain databases and an in-house data viz platform.

New York City | Nov. 2019 - May 2020
Audience Engagement Data Lead
Financial Times US Office
- Build the semi-automated **data pipeline** with Python for parsing the audience survey data on a weekly basis. Organizing datasets in spreadsheets.
- Conduct interviews and **user testings** with survey respondents.
- **Redesigning and prototyping** FT's landing page.

Beijing | May 2016 - Jan. 2018
Business and Tech Journalist Intern
YiCai (CBN Weekly/ YiMagazine)
- Curated the newsroom's **daily WeChat newsletter.**
- Reported on **tech companies and start-ups from a business perspective.**
- Wrote for its new media platform.
- **Published 41** news pieces online and **four** in print magazine.

SKILLS

Data Wrangling: Excel, Python (incl. Beautiful Soup, Pandas, Matplotlib, Sentiment Analysis), SQL, Google Analytics

Design: Adobe Photoshop, Adobe Illustrator(incl. ai2html), Figma, Mapbox, Agile Development (incl. user research, user journey mapping, prototype, user testing)

Development: HTML, CSS, JavaScript (incl. D3.js)
Git and Github, Command Line

Others: DSLR camera, Adobe Premiere, Bloomberg Terminal, Audience-Centric Reporting

EDUCATION

New York City | Sept. 2019 - Present
New York University
M.A. Digital Journalism (Studio 20: Digital First)
Focuses: News project/product development, data visualizations, audience-centric reporting, digital news business models

Beijing | Sept. 2015 - July 2019
University of International Business and Economics
B.A. English Business Journalism
Published journal: "Data Empowerment, Assisting the Revolution of Media industry", ISSN1002-2759, 2018

Los Angeles, Spring Quarter 2018
University of California, Los Angeles
Exchange, courses: Artificial Intelligence and New Media; Web development Fundamentals; The History of Communication Technologies

HONORS

July 2020 | OpenNews (online)
Scholarship, SRCCON
Scholarship and invitation to the conference
Oct. 2017 | Geneva
Visiting Scholar of United Nations
UN, Conference of Trade and Development