

# JOANNA LIN SU

*Data, Graphics, and News Automation*

## EXPERIENCE

New York City | Oct 2020 - Present

**Researcher (Part-Time)**

*New York Times, Visual Investigation*

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.

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 | 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.

Beijing | May 2016 - Jan. 2018

**Business and Tech Journalist Intern**

*YiCai (CBN Weekly/ YiMagazine)*

- Reported on **tech companies and start-ups**, and curated the newsroom's **daily WeChat newsletter**.
- **Published 41** news pieces online and **four** in print magazine.

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## SKILLS

**Data Wrangling:** Python (incl. Beautiful Soup, Pandas, Matplotlib), R (incl. Tidyverse), 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), GPA: 3.96**

Focuses: News project/ product development, data analysis and visualizations, audience-centric reporting, spatial analysis.

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

## HONORS

Sept. 2020 | IRE (online)

**Student diversity fellowship, IRE**

Fellowship and invitation to the conference

July 2020 | OpenNews (online)

**Scholarship, SRCCON**

Scholarship and invitation to the conference