

JOANNA LIN SU

Data, Graphics, and News Automation

EXPERIENCE

Data Visualization Fellow

Business Insider, Insider In | NYC, Feb 2021 — August 2021

- **Crafted data visualizations** alongside with beat reporters.
- Pitched **data-rich or data-driven interactive** stories.
- Developed evergreen **Svelte** templates.

Researcher

New York Times, Visual Investigations | NYC, Oct 2020 — Jan 2021

Computational Journalism Fellow

Newlab, AppliedXL | NYC, June 2020 — Dec 2020

- Leveraged Applied XL's data pipelines by creating **data-driven visualizations** based on the in-house database and data analysis.
- **Assessed and validated datasets** by conducting data analysis and interviewed field experts.
- Prototyped and designed **automated data trackers**.
- Tested out the workflow of "combining automated data trackers with audience-centric reporting" to maximize news automation and data mining techniques in the journalism industry.

Audience Engagement Data Lead

Financial Times US Office | NYC, Nov. 2019 — May 2020

- Built the semi-automated **data pipeline** with Python for parsing the audience survey data on a weekly basis. Organized datasets in spreadsheets.
- Conducted interviews and **user testings** with survey respondents.
- **Redesigned and prototyped** FT's landing page.

Data Editor Intern

Beijing Data Visualization Technology Ltd. |

Beijing, June 2018 — Oct. 2018

- **Collaborated** with engineers and designers in **collecting, scraping, parsing, and visualizing data**. Wrote data-driven news stories for media clients. **Published four** stories on Tencent News that amassed **18,000 comments** in total.

Business and Tech Journalist Intern

YiCai (CBN Weekly/ YiMagazine) | Beijing, May 2016 - Jan. 2018

- 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 and ggplot), SQL, Google Analytics

Design: Adobe Photoshop, Adobe Illustrator (incl. ai2html), QGIS, Figma, Mapbox, User research, User journey mapping, Prototyping, User testing

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

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

EDUCATION

M.A. Digital Journalism (Studio 20: Digital First)

New York University | Sept. 2019 — May 2021
Focuses: News project/ product development, data analysis and visualizations, audience-centric reporting, programming as a journalist, and spatial analysis.

B.A. English Business Journalism

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

University of California, Los Angeles

Spring Quarter 2018

Exchange, courses: Artificial Intelligence and New Media; Web development Fundamentals; The History of Communication Technologies

HONORS

Student diversity fellowship, IRE

Sept. 2020 | IRE (online)

Fellowship and invitation to the conference

Scholarship, SRCCON

July 2020 | OpenNews (online)

Scholarship and invitation to the conference