

JOANNA (LIN) SU

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ABOUT ME

Computational journalist and data scientist with five years of cross-functional experience at the intersection of journalism, finance, economy, and product marketing. Proven ability to build automated analytics pipelines, visualize complex datasets, and transform raw data into compelling, audience-centric narratives. Specialized in credit risk insights, data storytelling, and economy analysis.

EXPERIENCE

ASSISTANT DIRECTOR - DATA SCIENTIST, MOODY'S ANALYTICS,
NEW YORK CITY, NEW YORK, JULY 2025 - PRESENT /

DATA SCIENTIST & COMPUTATIONAL JOURNALIST, JUNE 2023 - JULY 2025

- Conduct quantitative research ranges across different asset classes, including corporates, high-yield, financial institutions, public finance, and structured finance.
- Derive data-driven insights from internal corporate and economy databases or API.
- Build automatic analytic pipelines for thought leadership contents.
 - Decode credit trends with audience-centric storytelling.
- Power product sales and customer success with data-rich analytics.

DATA JOURNALIST, MOODY'S RATINGS

NEW YORK CITY, NEW YORK, OCT 2021-MAY 2023

- Collaborated with financial analysts/ credit rating officers in conducting exploratory data analysis to uncover financial and economic related insights and shape compelling views.
- Led the designers in creating creative data visualizations for research reports.
- Pitched, curated, and tested in-house chart templates and graphic generators.
- Spearheaded the development of Graphic Library for internal data visualization training.

RESEARCHER, THE NEW YORK TIMES, OCT 2020 - JAN 2021

- Curated structured datasets from qualitative documentations, and collected data findings.

COMPUTATIONAL JOURNALISM FELLOW, APPLIED XL, JUNE 2020 - DEC 2020

- Created data-driven visualizations based on the in-house clinical trial public database
- Assessed and validated datasets by conducting data analysis and interviewing field experts.
 - Prototyped and designed automated data trackers.

EDUCATION

NEW YORK UNIVERSITY, MASTERS IN DIGITAL JOURNALISM, 2019- 2021
UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS, BACHELOR
IN BUSINESS JOURNALISM, 2015 - 2019

SKILLS

Data analytics and visualization (Python, SQL, Adobe Illustrator); Predictive Analytics; Credit and economics research; Communication; Prototyping; Customer success and audience engagement