LIN (JOANNA) SU

Full-stack data journalist, reporting tech and business stories

-> **portfolio: joannalinsu.github.io**

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EXPERIENCE

New York City | Nov. 2019 - Present
Audience Data Management Intern
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 Stories Contributor
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.

Beijing | March 2019 - June 2019
Data Journalism Mentee
Bloomberg Beijing Bureau
- Worked under Editor-At-Large Lee. J. Miller. **Mined data** on **Bloomberg Terminal** and National Bureau of Statistics of China.
- Compiled data, and **pitched** data-driven story angles.

SKILLS

Data Wrangling: Excel, Python (incl. Beautiful Soup, Pandas, 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

Languages: Chinese, English, Taiwanese

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

Oct. 2017 | Geneva
Visiting Scholar of United Nations
UN, Conference of Trade and Development