

# Jocelyn Yu

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## EDUCATION

### University of California, Berkeley

August 2022 – May 2025

B.A. Computer Science, Minor: History

Relevant Coursework: The Foundations of Data Science; Principles and Techniques of Data Science; The Structure and Interpretation of Computer Programs; Data Structures and Programming Methodology; Discrete Mathematics and Probability Theory

## PROFESSIONAL EXPERIENCE

### GymBuddy

August 2023 – Present

*Software Engineering Intern*

- Improved project delivery timelines by over 60% through close collaboration with developers and the Founders.
- Reduced website load time by 30%, enhancing performance and creating visually appealing, dynamic web pages.
- Modernized the website with new emerging technologies, resulting in a 40% improvement in website technology.
- Enhanced site responsiveness with a 25% reduction in page load times, positively impacting user satisfaction.
- Achieved a 20% increase in mobile engagement by coding interactive, responsive interfaces for various devices.

### Business Careers In Entertainment Club — Adobe

January 2023 – May 2023

*Business Analyst*

- Collaborated with 8 other analysts to market Adobe's new LinkedIn badges to UC Berkeley students and faculty.
- Created 2 surveys with 200+ responses on Berkeley students' interest and previous experiences with Adobe CC.
- Marketed to 100+ students on campus using incentives for survey responses and creating Adobe course accounts.
- Designed and presented 4 slides with 10+ pages of research on increasing awareness of Adobe's CC suite courses.

### NextGen Consulting — National Public Radio (NPR)

August 2022 – January 2023

*Business Analyst*

- Collaborated with 4 other analysts to research and analyze the social media and podcasting interests of Gen-Z
- Created 4 social media post mock-ups and 7 social media marketing strategies across 8 social media platforms.
- Engaged in peer research for 8 UC Berkeley students with 3 NPR podcasts for relevant feedback and reactions.
- Provided 20+ pages of research detailing successful competitor techniques and 10+ implementation suggestions.
- Designed and presented 8 slides with 30+ pages of research aimed to increase NPR's podcast listening audience.

## LEADERSHIP AND PROJECTS

### CHOMP

May 2023 – August 2023

*UX/UI Intern*

- Designed 3 mockups of the CHOMP website with 2 color schemes and 4 different interactable pages by users.
- Conducted research among 15 peers to evaluate and implement UI/UX suggestions from UC Berkeley students.
- Marketed to 300+ students on campus through flyers to encourage usage, engagement, and creation of profiles.
- Promoted 200+ restaurants within the UC Berkeley campus through the creation of social media posts and flyers.
- Collaborated with developers to design websites with feasibility and simplicity for optimal user experience.

### Berkeley Residential Life

August 2023 – Present

*Blue Residential Assistant*

- Ensured the smooth, efficient operation of the work environment, fostering a positive atmosphere for residents.
- Assisted in allocating over \$10,000 from UC Berkeley's housing budget to plan and finance student-dorm events.
- Maintained safety as a first responder 19 hours/week to ensure a safe, welcoming environment for 200+ residents.
- Retained a friendly and professional attitude and appearance at all times with residents and fellow hall staff.

## SELECTED SKILLS AND INTERESTS

**Technical:** Microsoft Office (Word, Excel, Powerpoint), Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, Lightroom, Audition, Animate, Acrobat, InDesign), Java, Javascript, Python, HTML, React, SQL, Figma.

**Interpersonal:** Editing, Verbal and Written Communication, Time Management, Detailed, Resourceful, Self-Motivated, Bilingualism (Fluency in English and Mandarin), Creativity, Organization

**Interests:** Creative Writing, Music Production, Animation, Graphic Design, Website Design.