Jojo Chen

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EXPERIENCE

Clade Inc.   **January 2021-Present**
VP of Product
- Planned development timeline for a consumer app backed by Defy (early-stage VC)
- Conducted user testing with focus groups and A/B testing of new features.
- Identified key customer needs and pinpointed key features, worked with developer to implement features.

The Codex   **June 2020-Present**
Designer
- Redesigned the complete learning experience for over 600,000 students learning Python and Data Science and conducted extensive design audits of competitors, usability testing, and user interviews.
- Designed a new visual identity for the platform, created user personas, developed flow and wireframes.
- Helped create growth strategies, value propositions, company positioning, and ensure the synergy between marketing, content, and user experience efforts.
- Negotiated timelines with the lead engineer.

Cal Hacks   **January 2020-Present**
Design Lead
- Lead a team of 4 to implement the website + marketing materials for hackathons with 2,5000 participants.
- Served as the point of contact between marketing, sponsorship, tech, initiatives, logistics, and the design team to ensure deadlines are met.
- Sourced and acquired sponsors for initiatives to provide students with prizes, APIs, and industry workshops.

PRxDigital   **May 2019-September 2019**
Business Operations and Marketing Intern
- Coordinated the launch of a youth mental health campaign for a Kaiser Permanente sponsored project that reached over 20,000 high school students in Santa Clara County through speaker events, social media campaigns, and community initiatives.
- Compiled and presented market research to clients, including focus groups, personas, and usability interviews.
- Quadrupled engagement on social media campaigns and improved analytics tracking through Google Ads, Google Analytics, and SEO.

EDUCATION

University of California, Berkeley   **September 2019-May 2023**
B.A. Computer Science, B.S. Business Administration (3.80 GPA)

Relevant Coursework
Data Structures, Computer Architecture, Algorithms, Intro to Artificial Intelligence, Intro to Database Systems, Discrete Mathematics, Linear Algebra and Differential Equations.

SKILLS

Java, Python, C, HTML, CSS, Javascript, SQL, Figma, Illustrator, Photoshop, Adobe XD, UI/UX Design, Customer Analysis, A/B Testing, Google Analytics, Stakeholders, User Research, English, Chinese-Mandarin (Fluent Speaking), Spanish