



# Jojo Chen

University of California, Berkeley

B.A. Computer Science  
3.83 GPA | May 2023

## / ABOUT ME

I am a computer science student with a strong eye for innovative design looking to break into product management.

[Linkedin](#)  
[Portfolio](#)

## / RELEVANT COURSES

Past  
CS61A The Structure and Interpretation of Computer Programs;  
CS61B Data Structures;  
Math 54 Linear Algebra and Differential Equations;  
CS61B Data Structures;  
CS70 Discrete Math and Probability Theory;  
CS170 Efficient Algorithms;  
CS61C Architecture.

Planned  
Data C100 Principles and Techniques of Data Science;  
CS188 Introduction to Artificial Intelligence.

## / EXPERIENCE

### >> Design Lead

[The Codex](#) | June 2020 to present

- > 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 for the landing, pricing, and catalog pages.
- > 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.

### >> Director, Design Lead (2021)

[Cal Hacks](#) | January 2020-Present

- > Designed and worked on cross-functional teams to implement the website and marketing materials for an online hackathon with over 2,500 participants globally.
- > Sourced and acquired sponsors for Hack Month, an initiative to give Cal students the resources they need to pursue side projects.
- > Helped develop iOS curriculum for a student-run course with 100 students.

### >> Business Operations and Marketing Intern

[PRxDigital](#) | May 2019 to September 2019

- > 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.

### >> External Vice President

[Sigma Eta Pi](#) | January 2020-Present

- > Lead a team of 6 to design and build a website, and execute a marketing strategy for recruitment. Organized an event for womxn with over 70 participants to make the process more friendly for minorities.
- > Executed a social entrepreneurship panel highlighting diversity within founders.
- > Mentor new members through the entrepreneurship process: ideation, user/market research, MVP, pitching.

## / SKILLS

UX/UI design, human centered design, digital marketing, product development, customer persona, Google Analytics, market research, user research, Figma, Adobe Illustrator, Microsoft Office, Google Drive, Java, Python, SQL.

