

Joyce Jiang

jj3115@columbia.edu · 646-915-7808 · New York, NY · joycexjiang.github.io

EDUCATION

Barnard College of Columbia University

Bachelor of Arts in Cognitive Science, concentration in Computer Science
minor in Science, Ethics, Public Policy

New York, NY

GPA: 3.8/4.0 – Dean's List
Anticipated May 2024

- **Relevant Courses:** COMS-W1002 Computing in Context (Intro Python), COMS-W1004 Intro to Java., IEME-E4200 Human-Centered Design and Innovation, SOCI-UN1000 The Social World, ARCH-UN1010 Design Futures: NYC, PSYC-UN1021 Science of Psych: Explorations and Applications, PHIL UN2655 Cog Sci & Philosophy

PROJECTS

“Safe Routes”; Columbia University Human-Centered Design & Innovation final project; UI/UX Design

April 2021

- Prototyped low fidelity prototype of final product, consulted primary and secondary research for opportunity areas looking at users' needs, wants, aspirations, and insights to improve the experience for female-identifying people using the subway in the City of New York

“CoVax Track”; Columbia University DPI 2021 Datathon; UI/UX Design

March 2021

- Defined a product strategy to solve a problem, analyzed COVID-19 vaccine rollout data, prototyped “CoVax Track” as an informative website platform in less than two weeks

“Netflix Wrapped”; Personal Project; UI/UX Design

December 2020

- Prototyped a feature that visualizes the yearly review data, providing a story of the hours users spent with the company, bridging the gap between the company and consumer trust

“What It's Like To Be A Chinese-American High School Senior During Coronavirus”

Refinery29; Freelance writing

April 2020

- Freelanced an article for Refinery29 about the implications of how COVID-19 is exposing the Asian-American “model minority” myth

WORK EXPERIENCE

Opal, llc.

Remote / Menlo Park, CA

Product Designer

May 2021 – Present

- Developing low and high fidelity mockups to other departments of the company such as product gallery platform, user profile web page, "edit profile" web page, messaging system, and more
- Researching competitors, analyzing competitor user interface and user experience
- Working with a team of five peer designers to design a high-fidelity user interface of the web and mobile platform of Opal

Qasim Rashid for VA Senate

Stafford, VA

Political Fellow

June 2019 – November 2019

- Spearheaded projects of gathering over ~9000 absentee ballots before Election Day along with youth voter engagement
- Established phone banking events, advised group of volunteers on weekly canvassing parties

LEADERSHIP AND VOLUNTEER EXPERIENCE

CORE (Columbia Organization of Rising Entrepreneurs) ELEVATE

New York, NY

Head of Community

September 2021 – Present

- Organized, designed marketing materials, co-moderated FUERZA, a six-speaker series for Latinx Heritage Month with ~100 attendees in total showcasing Latinx change-makers and entrepreneurs that stand out for their ingenuity, resilience, and excellence.
- Collaborate with the rest of the ELEVATE team to uplift entrepreneurs from marginalized communities, Columbia University, West Harlem, and beyond

Mobilizing Youth Project

Stafford, VA

Creative Outreach Director; Co-founder

September 2018 – November 2019

- Enhanced social media platforms reaching over 300 high schoolers in the area through graphic design and content creation; Responsible for designing and managing an informative web platform
- Launched over ~20 opportunities, cultivating an environment to encourage youth under the voting age to get politically involved (town halls with local politicians during 2018 midterm elections, internship mentoring program, climate strike organizing, letter-writing campaigns, gun violence prevention vigils, door-to-door canvassing and phone/text banking)

SKILLS

- **Interaction/Visual:** user research, wireframing, prototype design, user testing, content creation, social media management, marketing communications, project management
- **Software/Coding:** HTML, CSS, Canva, InVision, Figma, Framer, Google Workspace, Python, Java, Git, Javascript, Adobe Suite (Photoshop, Illustrator, Premiere Pro, XD, InDesign)