jordan wirfs-brock

website: **jordanwb.com**
twitter**: @jordanwb**
linkedin: bit.ly/JWBlinkedin

nutshell

Jordan is a PhD student in Information Science. Her research focuses on how unexpected mechanisms—sound, taste, participatory experiences—can help people understand quantitative data. She has over ten years of professional experiences as a journalist, data analyst, producer, program manager and designer focused making complex information approachable.

education

University of Colorado — Boulder, CO
PhD student in Information Science - GPA: 4.0/4.0 — Began August 2017

University of Colorado — Boulder, CO
MA in Newsgathering - GPA: 3.949/4.0 — May 2011
Graduate Certificate in Environment, Policy and Society

Massachusetts Institute of Technology — Cambridge, MA
SB in Aeronautic and Astronautic Engineering - GPA: 4.5/5.0 — May 2006
Minor in Literature

work experience

Mozilla — Remote
Research Associate — Fall 2018

Employ user experience research methods (surveys, interviews, user studies, etc.) to understand listening cultures and help develop emerging technologies around listening

Oath/Yahoo — Sunnyvale, CA
User Experience Research Intern — Summer 2018

Conducted research to support Yahoo products and explore future product areas; used a range of methods (interviews, user tests, eye-tracking, diary study, focus groups, surveys)

Inside Energy / Rocky Mountain PBS — Denver, CO
Data Journalist — 2014 - 2017

Produced stories for web, radio and TV about the energy industry; experimented with creative techniques like stop-motion animation and data sonification; collaborated with a team of reporters on investigative projects; performed at live events; practiced audience-driven storytelling; established data-driven culture for a start-up media organization

The Piton Foundation — Denver, CO
Data Curator; *Product Manager* — 2011 - 2013

Analyzed socioeconomic data and community indicators; co-founded Floodlight, a tool for digital storytelling; grant-writing, product/technology development, outreach and community training

Center for Environmental Journalism, University of Colorado — Boulder, CO
Graduate Research Assistant — 2008 - 2010

Assistant to Ted Scripps Fellowship; coordinated weekly seminar speakers; maintained program website

Kwangju Foreign School — Gwangju, Korea
High School Teacher; *Princeton In Asia fellow* — 2006 - 2007

Taught Biology, Physics, Pre-Calculus, Model U.N., Modern World History, Health/PE; coached cross-country, basketball; advisor for yearbook + art-lit magazine

training + teaching

Society of Professional Journalists/Google Newslab Trainer   2017 - 2018
Teach hands-on workshops in technology, mapping, data visualization, immersive media and more at newsrooms and classrooms

Designing and Leading Hands-On Workshops
SRCCON - "Let's create a roadmap for user testing and feedback in newsrooms"   2017
SRCCON - "Can we pair program the news?"   2016
SRCCON - "Data audioization workshop"   2015
Society of Professional Journalists Denver Workshop - Introductory Data Skills   2016

speaking

TEDxMileHighWomen - "Your Relationship With Energy Is Broken. Let's Fix It."   2016
Computer Assisted Reporting Conference - "30 Energy Data Story Ideas in 60 Minutes" 2016
The Aspen Challenge, Denver   2014
Colorado Library Consortium Spring Workshops Keynote   2014
Obama for America Colorado Citizen Engagement Roundtable, Ignite Session   2013
Knight Media Learning Seminar   2013
National Neighborhood Indicators Partnership Meeting   2011, 2012
Denver Regional Council of Governments Regional Data Summit   2012, 2013
Western Arts Federation Symposium   2012

awards

2019 Tangible, Embedded and Embodied Interactions (TEI) student design competition, best concept/design - "Quantuition"
2018 International Conference on Auditory Display ThinkTank graduate consortium participant - "Conversational Sonification"
2018 Heartland Regional Emmy Nominee, informational series - Explaining fracking in 3 videos
2017 University of Colorado Data Visualization Contest, 1st place - "Indian Lands and Fossil Fuel Resources"
2017 Public Radio News Directors Incorporated Award, 1st place independent podcast - *Out There*, "High on Failure"
2017 Heartland Regional Emmy Nominee, informational short - "What Does The Clean Power Plan Mean For You?"
2016 Illinois Humanities People-Powered Publishing Fellow - Project: Reciprocal Podcasting
2016 National Headliner Award, 2nd place radio series - "Blackout"
2016 Regional Murrow, investigative radio - "Abandoned Wells" (data journalist supporting reporter Stephanie Joyce)
2015 National Headliner Award, 2nd place radio feature - "How You're Invested In Oil And Gas" (data journalist supporting reporter Dan Boyce)

skills

Data and Relational Databases / Excel, SQL, Python (with pandas and Jupyter notebooks)
Mapping + GIS / ArcGIS software, Google Fusion Tables, TileMill, Carto
Web Design + Programming / JavaScript, HTML, CSS, GitHub
Data Design / Illustrator, Tableau, d3.js
Storytelling / Audio editing, podcast production, animation, video storytelling

interests

Trail and Ultra-Running / Seven-time 100-mile run finisher; 48-hour, 72-hour and 10-day races; member of Girls Heart Rockets, a space and science-themed all-women relay team
Writing / essays, poetry, fiction
Home brewer + craft beer enthusiast
Drawing / sketch-notes, comics, illustrations
MIT Varsity Athletics / basketball, cross-country, outdoor track