

TINGTING (TINA) TAN

CONTACT DETAILS

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SKILLS

- Cross-functional collaboration
- User-centered design
- User interview
- Usability testing
- Wireframing, prototyping
- Communication
- Social media
- Videography with DSLR
- Audio production

Programming languages

- CSS, HTML, D3
- JavaScript (basics)
- SQL (basics)

Software

- Google Analytics
- Figma
- Adobe Suite:
 - Premiere Pro, Audition,
 - Indesign, Photoshop,
 - Lightroom, Illustrator,
 - Dreamweaver
- Canva
- Microsoft Office Suite:
 - Excel, Word, PowerPoint
- Google Doc, Google Drive
- Tableau / ArcGIS
- DB Browser
- Atom, GitHub
- WebStorm

Language Competency

- English
- Mandarin
- Cantonese

EDUCATION

Northwestern University Medill | Chicago, San Francisco

Master of Science in Journalism (Media Innovation & Content Strategy) - STEM program
GPA: 3.97/4.0 Expected graduation: September 2021

University of Missouri | Columbia, Missouri

Bachelor of Journalism in Convergence Journalism
GPA: 3.8/4.0 Honor: Magna cum laude August 2018 - July 2020

Communication University of China | Beijing, China

Bachelor of Arts in Communication
GPA: 3.7/4.0 September 2016 - July 2020

EXPERIENCE

Content/Product Intern

BestReviews

San Francisco, CA | June 2021 - Present

- Planned and led a user research study to understand BestReviews' audiences and their interests in the brand
- Conducted a research survey of BestReviews email subscribers that received 300+ responses within a week
- Conducted user interviews independently to gain an in-depth understanding of consumer shopping behavior
- Advised the product, editorial, and marketing teams on how to improve user experience and engagement, boost reader retention rate, and raise brand awareness

Co-Founder, Project and Product Manager

Together, NUvention Web+Media

Evanston, Illinois | January 2021 - June 2021

- Led a team of software developers and designers to research, develop and launch an MVP for Together, a habit incubator app, within 6 months
- Conducted weekly user interviews and prototype testing to understand customer needs and improve user experience
- Led the marketing research in the project, including competitor analysis and value proposition definition
- Pitched the demo to an advisory board of 20+ entrepreneurs and investors

Audience Engagement Consultant

Block Club Chicago

Chicago | March 2021 - June 2021

- Conducted in-depth research and analysis on Block Club Chicago's Google Analytics data to understand its readership and audience engagement performance
- Pitched content strategy recommendations to the editorial team regarding improvements on email newsletters, SEO and search ranking, website design, revenue strategy, and technical settings

Reporter

Medill News Service

Columbia, Missouri | Chicago | September 2020 - March 2021

- Pitched, reported and wrote community, election and business stories on weekly deadline-driven cycles

Business Reporter

Missouri Business Alert

Columbia, Missouri | January 2020 - May 2020

- Researched the economy and major industries in small towns with a population of around 2,000 and produced multimedia stories for the "Outstate" entrepreneurship program
- Oversaw a team of 4 journalists in reporting on the wine industry and tourism in Hermann, Missouri

Multimedia Journalist, Editor, Producer

KOMU 8 News (NBC station), KBIA (NPR station)

Columbia, Missouri | August 2019 - July 2020

- Assisted in the creation of KOMU8's start-up OTT streaming service; collected and produced video assets, including a new original talk show "Backstory"
- Pitched and produced in-depth business and community stories on deadline-driven cycles every 2 weeks
- Wrote scripts for a 4-piece multimedia package with audio / video, text, photo, and social media elements like Instagram story and Facebook video
- Wrote scripts, edited and produced for "The True/False Podcast", the behind-scene stories of film-making
- Interviewed and produced for a COVID-19 special program "Where You're At" to check in with mid-Missouri residents about their physical and mental health under the shelter-in-place orders
- Coached a 3-4 person reporting team to develop a 4-piece story package every 2 weeks