JENNA XU is a creative technologist, software engineer, product designer, and art director who makes stuff mainly with data, Python, Javascript, and design tools, but sometimes also with Raspberry Pis, soldering irons, and other things that require thumbs. She believes tech should enhance our humanity, not disrupt it, and doesn't care if that sounds corny. Find her at:

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SKILLS

Javascript

- vanilla
- D3.js
- node
- tensorflow.js
- jQuery
- mapbox GL

Python

- Pandas
- matplotlib
- Scikit Learn

Cloud Computing

- Firebase
- Amazon Web Services

Design Software

- Figma
- Sketch
- Zeplin
- Abstract
- Adobe CC
- Invision

EMPLOYMENT

SOFTWARE ENGINEER @ **MINDSTRONG**
SAN FRANCISCO, CA FROM 11/2020 TO PRESENT

- Presently developing an internal research dashboard, work includes:
  - → Collaboration with data science and the V.P. of Research to turn passively collected data into actionable insights directly relevant to clinical workflows
  - → Collaboration with clinicians and researchers to identify what data might assist in improving clinical outcomes, and iterate on how best to present it
  - → Design and development of interactive web-based prototypes to test; light statistics calculated with python in databricks, prototypes built with d3.js

SENIOR PRODUCT DESIGNER @ **MINDSTRONG**
SAN FRANCISCO, CA FROM 09/2019 TO PRESENT

- Refreshed Mindstrong's brand identity:
  - → Teamed with the V.P. of Marketing to define and develop brand persona and voice
  - → Redrew the logo and reset the logotype with new fonts and colors
  - → Redesigned the website and collateral
- Led a redesign of Mindstrong's research-oriented mobile app:
  - → Integrated new brand guidelines and helped create a component library/design system
  - → Simplified user flows and UI to better suit our SMI population
  - → Refocused and simplified the IA to improve engagement with our services
  - → Created a modular platform for rapid content piloting and iteration
- Helped to redesign and develop new features for the clinical web platform:
  - → Conducted ethnographic research with our in-house clinicians to identify pain points and opportunities
  - → Streamlined the UI and UX to scale for larger caseloads and complex cases
  - → Developed new features to facilitate clinical protocols and reduce burnout
- Collaborated with other departments for exploratory projects:
  - → Worked with a member of data science on experimental nlp explorations with therapy transcripts
  - → Worked with data science and product to identify potential areas for machine learning application
  - → Worked with clinicians and researchers to create interactive web-based content for psychoeducation
- Work samples available online with username: visitor; password: M$WORK

STUDENT DEVELOPER @ **THE PROCESSING FOUNDATION, GOOGLE SUMMER OF CODE**
NEW YORK, NY FROM 05/2019 TO 08/2019

- Collaborated with Sharon De La Cruz on *Code Slang*, a javascript library that uses slang to teach young students functional programming in an engaging, accessible way:
  - → Assisted in several rounds of user research to determine the appropriate age group based on the understanding of basic math concepts
  - → Built and iterated on an interactive web page that could demonstrate functional programming at a high level

RESEARCHER @ **INTERACTIVE TELECOMMUNICATIONS PROGRAM (ITP), NEW YORK UNIVERSITY**
NEW YORK, NY FROM 02/2019 TO 05/2019

- Worked with Daniel Shiffman to explore improvements for ml5.js's word2vec model:
  - → Tested and trained several word2vec models to improve quality of returned results
  - → Tested several methods to calculate distances between vectors with built-in tensorflow.js functions using WebGL, client-side js, etc to optimize speed
  - → Wrote new functions and cleaned up the results returned by the existing API

CREATIVE DIRECTOR @ **AMBASSADORS FOR SUSTAINED HEALTH**
NEW YORK, NY FROM 12/2015 TO 09/2019

- Worked with the founder and Core Team on a comprehensive rebrand:
  - → Developed a new brand strategy to improve volunteer and donor engagement
  - → Travelled to the pilot site in Waimuini, Kenya, to create visual assets and conduct interviews with stakeholders
  - → Redesigned the website to integrate the new brand guidelines
- Created digital marketing assets for social media fundraising campaigns

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EXHIBITS / PRESENTATIONS / ETC

2019 IEEE GAMES, ENTERTAINMENT, & MEDIA @ NEW HAVEN, CT

My voice-controlled word2vec browser game, *How New York Are You?* was exhibited during IEEE GEM at Yale University.

EXPERIMENTS WITH GOOGLE

How New York Are You? is included on the Experiments with Google website. It was also featured on a video wall in the Experiments tent at 2019 Google I/O.

2019 ITP UNCONFERENCE @ NEW YORK, NY

Co-taught a 3-hour d3.js workshop at ITP.

2018 ADJACENT CONFERENCE @ NEW YORK, NY

Participated in a panel discussion titled “Monitoring the Body & Senses”.

2018 ARTISTS OPEN WEB @ MOZILLA PULSE

Speak, (Random Access) Memory is included in the online gallery Artists Open Web.

2018 MOZILLA FESTIVAL @ LONDON, UK

Exhibited a physical piece based on *Speak, (Random Access) Memory* in the “Art + Data” gallery.

2018 NYU TECH SUMMIT @ NEW YORK, NY

Gave a 30-minute talk about my graduate thesis under the “Entrepreneurship & Innovation” track.

2018 NYC MEDIA LAB SUMMIT @ NEW YORK, NY

Presented the first two-thirds of my graduate thesis, *Speak, (Random Access) Memory*, under the “Data: AI, Machine Learning, Computer Vision, and Voice Tech” category.

EDUCATION

MASTER’S PROGRAM @ **ITP, NEW YORK UNIVERSITY**
NEW YORK, NY FROM 09/2017 TO 05/2019

My thesis project, *Self-Portrait as Allegory of*, was an n-of-1 experiment comprised of three systems: data collection by a body of trackers I built to collect digital phenotypes; mood prediction by a suite of recurrent neural networks that use this data to predict my mood, morale, stress, and fatigue levels; and intervention by a deliberately noninteractive voice assistant that responds to these predictions by directing me to perform mood-improving interventions and rituals.

Personal data trackers written in Javascript and Python, and utilize Affectiva, IBM, and Google APIs. Data cleaning and analysis done in Python, storage with Firebase; visualization in D3.js; predictive models with Keras. Interventions and rituals are directed by node scripts and a talking Raspberry Pi.

SUMMER SCHOOL 2016 @ **COPENHAGEN INSTITUTE OF INTERACTION DESIGN (CIID)**
COPENHAGEN, DENMARK FROM 07/2016 TO 08/2016

Attended an intensive, full-time program on product design principles and practice; worked in groups to perform user research, ideation, prototyping, user testing, and pitching solutions.

DATA VISUALIZATION WITH D3.JS @ **METIS**
NEW YORK, NY FROM 03/2016 TO 04/2016

Attended a weekly D3.js course taught by a New York Times graphics editor.

BACHELOR’S PROGRAM @ **SCHOOL OF THE ART INSTITUTE OF CHICAGO**
CHICAGO, IL FROM 08/2009 TO 05/2012

Studied with an emphasis in visual communication design.