




JENNA XU is a visual designer and creative technologist who makes stuff mainly with data, Python, Javascript, and Adobe CC, but sometimes also with Arduinos, electrodes, acrylic, and other things that require thumbs. She believes tech should lift the human spirit, rather than disrupt it, and doesn't care if that sounds corny. Find her at:

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SKILLS

Javascript

- ↳ vanilla
- ↳ D3.js
- ↳ jQuery
- ↳ node.js
- ↳ tensorflow.js

Python

- ↳ Pandas
- ↳ matplotlib
- ↳ Scikit Learn
- ↳ nltk

Cloud Computing

- ↳ Firebase
- ↳ Amazon Web Services

Design Software

- ↳ Adobe CC
- ↳ Sketch
- ↳ Invision

EDUCATION

M.P.S. CANDIDATE @ **INTERACTIVE TELECOMMUNICATIONS PROGRAM (ITP), NEW YORK UNIVERSITY**
NEW YORK, NY FROM 09/2017 TO PRESENT

My thesis a three-part project with the ultimate goal of monitoring, predicting, and preempting depression's cyclical nature. Personal data trackers written in Javascript and Python, and utilize Affectiva, IBM, and Google APIs. Data cleaning and analysis done in Python; visualization in D3.js; predictive models with Keras and Scikit Learn. Interventions via a voice assistant utilizing Dialogflow and node.js.

Other projects include: a word2vec browser game using ml5.js, tensorflow.js, and d3.js, with voice interface using Chrome's Web Speech API; a pan-sensory, immersive installation where users wear a homemade E.E.G. headset to track brainwave activity during entrainment; an analysis and visualization of personal social media history with the Clarifai API and d3.js; and a jukebox that plays songs associated with individual photographs.

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

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

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.

B.F.A. @ **SCHOOL OF THE ART INSTITUTE OF CHICAGO**
CHICAGO, IL FROM 08/2009 TO 05/2012

Studied with an emphasis in visual communication design.

PRIOR EMPLOYMENT

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

Worked with the founder on a comprehensive rebrand and redesign of the website. Currently am maintaining the website, creating digital assets for social media fundraising campaigns, and overseeing communications. This is a remote, part-time, pro bono position.

FREELANCE ART DIRECTOR/DESIGNER @ **BLOOMINGDALE'S**
NEW YORK, NY FROM 10/2016 TO 06/2017

Role included generating ideas and visual research for pitches; creating illustrations for and designing newspaper ads, direct mailers, catalogs, and various other print and digital campaign collateral; directing retouchers and execution of versions.

FREELANCE DESIGNER @ **NEW YORK MAGAZINE**
NEW YORK, NY FROM 08/2015 TO 04/2016

Worked with the Art Director to develop and design *New York Weddings*. Commissioned and directed illustrators. Assisted in production. Designed for the regular issue when needed.

ART AND DESIGN DIRECTOR @ **ESSENTIAL HOMME MAGAZINE**
NEW YORK, NY FROM 03/2015 TO 08/2015

Worked with the Editor-in-Chief to launch a redesign for the April/May issue. Reinvented all aspects and sections of the magazine to reflect the Editor-in-Chief's aspirations for an elevated brand identity: introduced new typefaces, type treatment, grid system, and graphic language; standardized all openers for editorial clarity.

SENIOR DESIGNER @ **EDITORIAL DEVELOPMENT GROUP AT CONDÉ NAST**
NEW YORK, NY FROM 02/2013 TO 11/2014

Worked with editors, art directors, photo editors, and production managers to develop and design multibranded, special interest publications. Contributed to photo, content, font, visual language and cover research. Commissioned and directed illustrators. Created and maintained style sheets and templates. Reformulated print layouts for digital publishing.

DESIGNER @ **BRIDES MAGAZINE**
NEW YORK, NY FROM 08/2012 TO 11/2012

Worked closely with editors, art directors, photo editors, and production staff. Developed layouts for new and reconcepted sections. Created vector illustrations and icons. Reformulated print layouts for digital publishing.