

**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
- ↳ Databricks
- ↳ Amazon Web Services
- ↳ Colab

### Design Software

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

## EMPLOYMENT

### CO-FOUNDER @ **ADAPTIVE**

THE INTERNET FROM 03/2021 TO PRESENT

- Adaptive is a transdisciplinary applied research studio; our services range from clinical product development to prototyping evidence-based digital therapeutics.
- Currently working with several founders on clinical product development and user research and testing
- Currently working on a study and patent for digital interventions for insomnia

### SOFTWARE ENGINEER @ **MINDSTRONG**

SAN FRANCISCO, CA FROM 11/2020 TO 06/2021

- Catalyzed the formation of a new initiative and squad to translate research data science datastreams into prototypes that improve clinical workflows and/or enhance user experience
  - Play a hands-on role, guiding datastream leads from concept to development by creating artifacts—from word docs, design mocks, to interactive prototypes—for communication, iteration, and testing
  - Nutured a user-centered and clinically-driven product culture by advocating for clinical voices and integrating them into the product development process
  - Nutured a confident R&D culture by ensuring early and often user testing
- Developed a 3-week pilot program for a prototype of sleep data meant for clinicians working with users with sleep-related behavioral dysfunction
  - Collaboration with clinicians and researchers to identify how sleep data might assist in improving clinical outcomes and workflows, and how best to present it
  - Worked with product and clinicians to design and run the sleep pilot, ensuring multiple avenues for user feedback throughout
  - Ensured multiple rounds of user testing and integrated feedback
- 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 11/2020

- 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 and 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

## **EDUCATION**

Masters Class of 2019

### **Interactive Telecommunications Program (ITP), New York University**

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 with mood-improving rituals and interventions.

Summer School 2016

### **Copenhagen Institute of Interaction Design (CIID)**

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 to clients.

Data Visualization with d3.js

### **Metis New York**

03/2016 to 04/2016

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

Bachelors Class of 2012

### **School of the Art Institute of Chicago**

08/2009 to 05/2012

Studied with an emphasis in visual communication design.

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

DESIGNER/ART DIRECTOR @ **NEW YORK MAGAZINE, CONDÉ NAST, ESSENTIAL HOMME MAGAZINE, HEARST PUBLICATIONS**

NEW YORK, NY FROM 09/2012 TO 09/2017

- Worked with editors, photo editors, production managers, and retouchers to develop and design print issues
  - 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 and user interaction

## **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, New York University.

### **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.