Jade Wang

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EDUCATION

Northwestern University | Medill School of Journalism, Segal Design Institute **Evanston, IL**
B.S. in Journalism | *Minors in* Human-Computer Interaction, Design, Marketing *Sept 2022 - March 2026*
- **GPA:** 3.95/4.00 | Dean's List (8/8)
- **Relevant Coursework:** Artificial Intelligence, Digital Product Development, UX Design, App Wireframing, Digital Journalism, Presenting Data, Research and Data Analytics, Media Innovation, Statistics, Programming Fundamentals

WORK EXPERIENCE

Content Design Intern **San Francisco, CA**
Atlassian *Jun 2025 - Sept 2025*
- Updated UI copy and support docs for 8 Analytics charts to streamline admin tasks and align with new design guidance
- Identified inconsistencies in 20 Admin spotlight messages, creating reusable patterns adopted in a cross-product refresh
- Built an AI content-pattern checker agent tested on 23+ prompts and 8 users; scored 4.1/5 on average for accurate copy

Technical Writer Intern **Santa Clara, CA**
ServiceNow *Jun 2024 - Sept 2024*
- Reviewed and refined SAP S/4 HANA framework to develop master template standardizing 100+ Integration docs
- Resolved doc debt across 12+ GitHub import doc records to address customer feedback and improve content quality
- Partnered with designers and PMs to write 2 UI tooltips, increasing clarity for customers navigating data import tasks

Media Insights Researcher **Long Beach, CA**
CSU Long Beach *Jun 2023 - May 2024*
- Sourced 500+ CNN and NYT articles using keyword search to centralize diabetes-related stories for examination
- Coded stories using content analysis frames to discern trends in media representation of diabetes between 2010-2022
- Composed 10+ pg. manuscript embedding coding results to convey issues with diabetes discourse in mainstream media

PROJECT EXPERIENCE

Spotify Design Consultant **Evanston, IL**
Incentivizing Student Plan Conversion *March 2025 - Jun 2025*
- Led surveys, interviews, concept tests, capturing 80+ insights on student listening needs to inform conversion strategy
- Prototyped and tested 3 feature updates to Student Plan discovery/upgrade flows with 18 users, driving 85% trial intent
- Synthesized results into 15-page whitepaper for Spotify Sr. Product Manager and engineering, supporting new roadmap

Waymo Digital Sentiment Analysis **San Francisco, CA**
Exploring Robotaxis through Immersive Storytelling *Dec 2023 - March 2024*
- Built interactive feature story using HTML, CSS, and JavaScript, detailing Waymo and autonomous driving in SF
- Directed and analyzed 10 interviews with industry experts to inform narrative structure and interactive story design
- Embedded AR Waymo taxi-riding experience into interface to demo riding journey to 32 Medill students and faculty

LEADERSHIP EXPERIENCE

Content and Design Editor **Evanston, IL**
nuAZN Magazine *March 2023 - November 2023*
- Edited 12 high-concept magazine pieces on Asian American culture and entertainment, reaching over 9,000 students
- Advised design and creation of data visualizations and graphics to complement section stories and issue themes
- Planned promotional Instagram posts for issues, flier postings, and merchandise sales to secure $2,600 printing budget

Lead Research and Marketing Director **San Ramon, CA**
The Polling Place *Jun 2021 - Sept 2023*
- Guided 120+ members in 20+ states to research and consolidate explanatory reports about upcoming local elections
- Designed race infographics and candidate profile highlights on Canva to promote election information, executed social and email marketing campaigns, and accumulated 500k+ page views and $7k+ in web development donations

ADDITIONAL

Skills: Figma, Framer, Python, R, HTML/CSS, Adobe, Flourish, Datawrapper, Contentful/OxygenXML, DITA, Jira, Canva

Organizations/Societies: AKPsi Business Fraternity (VP of Marketing), Knight Lab Studio, The Daily Northwestern, CSA

Interests: Acrylic Painting, Formula 1, Memoirs (Educated, Stay True), Podcasts (Acquired, Armchair Expert), Running