

JENNIFER LONG 张妮霏

j1115@wellesley.edu | linkedin.com/in/jzlong

EDUCATION

Wellesley College | Wellesley, MA Graduated May 2025

Double Bachelor's Degree in Media Arts & Sciences and Chinese Language & Culture

Select courses: ARTS109 2D Design, CS111 Computer Program & Problem Solving, CS220 Human-Computer Interaction, CS221 Game Design, CS230 Data Structures, CS231 Extended Reality, ARTS314 Advanced Drawing, ARTS318 Advanced Independent Projects, CS321 Tangible User Interfaces, CS366 Advanced Interactive Media Projects

Massachusetts Institute of Technology | Cambridge, MA Cross-Registered

Yale-National University of Singapore College | Singapore Exchange Spring 2024

YHU4218 Ancient Chinese Poetry (in mandarin), YHU4237 Ancient Chinese Prose (in mandarin), YSS3231 Methods in Social Sciences

Fudan University | Shanghai, China Exchange Summer 2023

HIST 170005 Culture Resources of Cities in China, JOURN 170005 Social Media and Social Networking

TOOLKIT

- Skills: UI/UX research, AI development, AI ethics, HCI research, SEO analysis, market analysis, visual communications, VR/XR
- Programming Languages: React, C#, Python, HTML, Javascript, CSS (Tailwind), Java
- Programs: OpenAI API, Figma, Adobe Suite, Unity, Github, Blender, Wordpress
- Certifications: CITI Social and Behavioral Responsible Conduct of Research, CITI Social and Behavioral Research

RESEARCH

Mellomates | *Founder @ Northeastern University Roux Institute* | Portland, Maine May 2025 - present

- Develop preventative tool for preschool to elementary-aged children's mental health
- Engineer teddy bear with biometric sensors to detect basic distress signals (abnormal heart rate, perspiration, etc) and offer on-the-spot emotional support for children
- Prototype mobile app for parents featuring data tracking and real-time alert system
- Connect with industry experts in entrepreneurship, child psychology, and human interface research to inform development
- Develop business model, including landscape analysis, customer discovery procedure, and value proposition

MIT Media Lab Fluid Interfaces: REmotion | *UI/UX Researcher* | Cambridge, MA Feb 2025 - June 2025

- Co-authored paper accepted to the 2025 ACM Conference on AI, Ethics, and Society
- Designed 80+ wireframes for AI-powered web-based journal centered on emotional reappraisal models
- Conducted cross-disciplinary literature review of 70+ sources on psychiatric care technologies and tools
- Performed qualitative data analysis from surveys and interviews with 23 participants

Mellon Mays Fellow | *Narrative Lab UX Researcher* | Wellesley, MA Jan 2025 - May 2025

- Conducted independent research in psychiatric narrative theory integration into UX research
- Analyzed scholarly work and classical literature from rhetorical framework of narrative
- Engaged in weekly discussions with cross-disciplinary cohort of scholars and peers

Ecdysis: Female AI Representations | *Researcher* | Wellesley, MA Aug 2024 - May 2025

- Conducted yearlong anthropological research on cyberfeminism and AI representations
- Analyzed archival and contemporary media ephemera critiques of gendered tropes in speculative fiction
- Designed a multimedia exhibition and interactive game tracing the evolution of female AI imagery in popular media
- Integrated narrative theory to question representations of identity and agency in technological history

CredLab | *UX Researcher* | Wellesley, MA Sept 2023 - Nov 2024

- Co-developed AI-enabled browser extension to improve public digital literacy and detect misinformation
- Designed chatbot to perform webpage credibility checks and provide on-spot consultation for user
- Conducted thematic analysis on interviews with 23 participants and managed collaborative database
- Drafted protocols for community outreach and user testing with attention to equity in public knowledge access

Chinese American Family Experiences Lab | *Research Assistant* | Wellesley, MA Sept 2022 - Dec 2023

- Presented research findings at 2023 Ruhlman Conference

- Conducted multilingual interviews with Chinese-American families exploring perceptions of race and upward mobility
- Translated and analyzed participant data within digital research repository
- Conducted community outreach initiatives to Boston-based Asian American organizations

PROJECTS

Hack-Nation MIT AI Hackathon | *Front End Engineer / UX Designer* | Hack-Nation August 2025

- Coded front end of website identifying AI/ML job searchers match with recruiters and the latter's companies

Harvard Innovation Health Lab Hackathon | *AI UX Researcher* | Harvard University April 2025

- Advanced to the top 6 teams out of 2,500+ international competitors in health technology innovation challenge
- Designed AI-enabled CRM system to improve medication adherence for chronically ill and elderly patients through communication with local pharmacists
- Visualized system architecture and stakeholder interaction flows prioritizing accessibility and communication clarity
- Incorporated civic implications of health communication infrastructure for underrepresented and aging populations

Urban Sanitization Web Application | *Front-End Engineer @ Hacking Injustice* | Harvard University March 2025

- Built data visualization and communication tool for Boston residents to monitor local rodent activity and sanitation efforts
- Collaborated with Boston Environmental Sanitation Division to align platform usability with public outreach needs
- Synthesized city records and historical public health trends to identify communication gaps

Harm Reduction Web Application | *UI/UX Designer @ Hackbeanpot* | Northeastern University March 2025

- Prototyped user-facing tracker for chronic vape users with harm reduction framework
- Collaboratively developed full-stack web interface utilizing data analysis/visualization
- Centered socio-cultural attunement by emphasizing user incremental progress and setback acknowledgment

PROFESSIONAL EXPERIENCE

Office of Intercultural Education | *Community Inclusion Facilitator* | Wellesley, MA Sept 2022 - May 2025

- Engage with student and campus organizations to deliver educational inclusion excellence workshops
- Iteratively improve workshop curriculum with peer cohort based on community feedback

Mayanalytics | *Marketing Intern* | Las Vegas, Nevada June - July 2022

- Organized e-commerce company and client stakeholder information in CRM systems
- Developed SEO strategies and outreach content to 700+ leads to increase public visibility
- Increased organic web traffic by utilizing key performance indicators to adjust company marketing strategy
- Created educational and industry-aligned materials for clients and company partners

Marketing Coordinator (including responsibilities above) May - Aug 2023

- Launched company podcast and RSS content channel to communicate research insights and thought leadership

Wellesley Inclusion Excellence | *Social Media Manager* | Wellesley, MA Sept - Dec 2023

- Coordinated interviews with faculty and students to highlight institutional initiatives on social inclusion and equity
- Produced photographic documentation of public events for archival and promotional purposes
- Designed branded visual materials (stickers, infographics, digital flyers) to communicate civic values through accessible media

DESIGN

Novum Studio | *UI Designer* | London, UK March 2025 - present

- Designed interface components for social media platform rebrand
- Collaborated with marketing and product development teams to define visual performance benchmarks
- Contributed to the interpretive framing of brand messaging through typography, iconography, and layout strategy

GenerAsians Magazine | *Head Designer* | Wellesley, MA Dec 2021 - Feb 2025

- Directed visual design and production of AAPI-centered publication highlighting marginalized voices
- Developed brand identity systems that linked each issue to evolving sociocultural themes
- Managed production schedule between editorial, layout, and print center

Counterpoint Magazine | *Head Designer & Product Manager* | Wellesley, MA Dec 2021 - Feb 2025

- Conducted campus outreach campaigns for community contributor articles and art pieces in publication
- Developed educational workshop curriculums for Adobe InDesign
- Oversaw work cycle for team of 7 editors and organization production cycle

Wellesley Hackathon | *Marketing & Design Team* | Wellesley, MA May - Nov 2023

- Designed official visual identity system (logo, typography, layout guideline) for event with 200+ participants
- Collaborated with the web development team to create an accessible and cohesive interface for event website
- Conducted market research and developed branded merchandise in partnership with the fundraising team to enhance community engagement and visibility

EXHIBITIONS & PRESENTATIONS

AI, Ethics, and Society Conference | “Designing for Reflective Agency: Ethical and Empirical Frameworks in AI Journaling” | Spain Upcoming
Co-author researcher

Jewett Gallery | *within reach* Senior Exhibition | Wellesley, MA May 2025
Artist & Catalog Designer

Amherst College: AI in Liberal Arts Conference | “Culture and AI” | Amherst, MA April 2025
Researcher

Ruhlman Conference | “Fatal AI-ttraction: Connecting Fictional Female AI Representations to Ourselves” April 2025
Researcher

Ruhlman Conference | *Looking Back* | Wellesley, MA April 2025
Artist

Wiesner Gallery | *Beyond The Plot* | Cambridge, MA Feb 2025
Artist

Playable Media Lab | *End of Year Showcase* | Wellesley, MA Dec 2024
Game Developer

Wellesley College | *Computing Research at Wellesley* | Wellesley, MA Oct 2024
Panelist

Ruhlman Conference | “Conversations about Race, Status, and Well-Being in Chinese-American Families” April 2023
Researcher

AWARDS

| | |
|---|------|
| Alice T. Friedman Fund | 2025 |
| Mellon Foundation Fellowship | 2025 |
| Fudan University Shanghai Summer Scholarship | 2023 |
| Mayling Soong Fund | 2023 |
| Sophomore Early Research Program Scholarship | 2022 |
| California State Senate Certificate of Recognition (Youth Ambassador) | 2021 |
| County of Los Angeles Commendation (Youth Ambassador) | 2021 |