

About me

I am a creative and experimental journalist and designer based in New York City. With experience in audience engagement, graphic design, illustration and reportage, my mission is to build an innovative, inclusive and community-oriented future for journalism and media. I'm currently studying digital innovation, audience engagement and product at NYU Journalism's Studio 20 masters program.

Skills & Expertise

- Audience Engagement
- Product Development
- Social Media Strategy
- Solutions Journalism
- Data Visualization
- Graphic Design & Illustration
- Art Direction
- Design Thinking
- UX/UI Research
- Prototyping
- Music Production
- Writing & Reporting (AP Style)

Software

- Photoshop, Illustrator, InDesign
- Figma
- Tableau
- Ableton & Logic Pro
- Microsoft Office & Google Docs

Education

New York University
New York, NY (2022-current)
M.A. Journalism
Studio 20: Digital First

Miami University
Oxford, OH (2018-2022)
B.A. Journalism
B.A. Interactive Media Studies
Minor in Fashion

Yonsei University
Seoul, South Korea (2019)
Yonsei International Summer School

Experience

Art and Photo Intern - NBC News Digital (June 2023 - August 2023) New York, NY

- Produced illustrations and selected photography for content published on NBCNews.com, TODAY.com and MSNBC.com.
- Art-directed a multi-story package for MSNBC's ReidOut Blog
- Constantly communicated with editors, writers and art directors from across the newsroom to prepare visuals and upload them to NBC's content management system
- Conducted photo research for long-term projects

Digital Media Intern - Cincinnati Magazine (May 2020 - August 2020) Cincinnati, OH

- Wrote news articles covering the Cincinnati area during the COVID-19 pandemic.
- Published content to cincinnatimagazine.com using WordPress
- Scheduled posts for sponsored content on Twitter and Facebook

Design Editor, Style Editor, Writer - The Miami Student (2018-2022) Oxford, OH

- Wrote new social media content strategy based on audience research
- Led supportive group critique sessions with student designers
- Influenced major decisions about the newspaper's shift to focusing on digital content
- Increased collaboration between the design section and the rest of the newsroom, leading to better communication and efficiency
- Designed print layouts and produced illustrations
- Led a team of writers for a monthly section covering fashion and lifestyle
- Wrote articles for the news, culture, opinion, entertainment and style sections

Selected Projects

Audience Engagement Consultant - THE CITY & Studio 20 (2023)

I delivered THE CITY's journalism through an innovative postcard campaign. I strategized, designed postcards, wrote copy, collected audience data and conducted comparative research to determine efficacy. When tested against a Facebook ad campaign, our postcards led to higher levels of engagement. THE CITY and I continued our collaboration into fall of 2023.

Researcher & Designer - Social Media for Solutions Journalism (Studio 20) (2023)

I conducted platform research, conducted interviews and produced original journalism for a guidebook to delivering solutions journalism through social media. Our guide and stories were presented to the founders of the Solutions Journalism Network, and later shared on their social media.

Audience Engagement Researcher - The Miami Student (IMS 224) (2021)

I designed a new social media content strategy for The Miami Student. I analyzed their social media history, designed formats for new social media posts and conducted usability tests with audience members to arrive at a set of recommendations.

Awards

First Place: AEJMC ICD Student International Multimedia News Story Contest (2021):
"The cost of anti-Asian racism"

First Place, Photo Illustration: Society of Professional Journalists Mark of Excellence Awards (2020): *"Miami slow to isolate sick students"* for The Miami Student