

Jaimie Chun

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EDUCATION

Northwestern University | Medill School of Journalism

Expected June 2028

Bachelor of Science in *Computer Science & Journalism* | *Data Science Minor*

Evanston, IL

- GPA: **3.84** | Dean's List | SAT: 1540
- Relevant Coursework: Data Structures, Algorithms, Wireframing, Design Thinking & Doing, Data Visualization, Statistical Theory & Methods, Information Management, Artificial Intelligence in Journalism

WORK EXPERIENCE

Knight Lab - Journalism Product Lab

February 2026-Present

Student Developer

Evanston, IL

- Owned end-to-end design and engineering of the project's MVP, an AI tool that helps journalists catch coverage blind spots, developing from Figma wireframes to AI-assisted front-end implementation
- Engineered LLM-powered digital twin personas and trained generative agents to simulate diverse perspectives, giving users actionable feedback through prompt engineering and iterative testing
- Benchmarked persona quality across Gemini and Claude model APIs, iterating on prompts to reduce drift, hedging, sycophantic tendencies and unwanted web sourcing to humanize agent feedback

NU Center for Water Research

April 2026 - Present

Data Science & UX Intern

Evanston, IL

- Developed a global data-storytelling platform visualizing 10+ water security indicators across 70+ countries, architecting a query system synced to an interactive interface, selected for presentation at the 2026 UN Water Meeting
- Constructed an interactive data-collection map (WISE Scale) from scratch, owning the full product lifecycle from concept, UX decisions to front-end implementation using Python, Google Places API and JavaScript

Urban Creator

July - September 2025

Digital Marketing Intern

Costa Mesa, CA

- Shaped marketing strategy for global brands, Milkis and Peppero, planning in-person activations, social media posts and 2 promotional event concepts set in Times Square that drew 200,000+ visitors
- Produced 2 promotional launch videos with videographer using After Effects, animation and Premiere Pro, screened at 300+ person grand opening to drive brand awareness and increase launch day traffic

Orange County District Attorney's Office

July - September 2025

Public Affairs Intern

Santa Ana, CA

- Executed a comprehensive refresh of the District Attorney's public-facing case data webpage, restructuring 1000+ case records in Excel to improve data accuracy and standardize case categories and outcomes to improve user experience

LEADERSHIP EXPERIENCE

ISBE Mark (student-run marketing agency)

January 2025 - Present

Project Manager

Evanston, IL

- Launched pastry brand Kinsco's Substack from 0→1, shaping design layouts, initial content strategy and scoping subscriber engagement to build a cohesive brand voice and audience experience
- Conducted user research with 30+ survey respondents, 15+ user interviews to extract insights targeting usability challenges faced by potential users as part of market research and competitor analysis

Marketing Analyst

Evanston, IL

- Launched product strategy for keyboard cover company, Tippy Type, collaborating with 5 campus organizations to film & edit short-form video messaging, leading to 57% increase in brand's follower count

Spoon Magazine

April 2026 - Present

Design Head

Evanston, IL

- Oversaw 10+ designers and end-to-end design process for quarterly magazine that reaches 200,000+ readers
- Spearheaded concept and page layout and provided design feedback across production cycles, balancing editorial deadlines

ADDITIONAL SKILLS & INTERESTS

Programming Languages: Python, R, HTML/CSS, JavaScript

Tools & Technologies: Figma, SQL, Supabase, Google Places API, LLM APIs (Claude, Gemini), Adobe Creative Suite (InDesign, Photoshop, Premiere Pro), Git

Interests: Full Stack Software Engineering, Product Management & Engineering, Graphics, Data Analysis, ML, Accessibility