

Jaeyi Jennie Jeong

jenniejeong@berkeley.edu | (562)-375-8697 | La Habra, CA | linkedin.com/in/jennie-jeong

EDUCATION

University of California, Berkeley

May 2029

Bachelor of Arts in Economics, Cognitive Science, and Design Innovation

Relevant Coursework: Introduction to Economics, Introduction to Probability and Statistics, Analytic Geometry and Calculus

WORK EXPERIENCE

Berkeley SkyDeck, Project Management/Marketing Intern, Remote

April 2026 – Present

- Plan and coordinate logistics for 10+ startup-investor events, conferences, and Demo Day programming, managing scheduling, sponsor signage, attendee communications, and run-of-show details end-to-end.
- Produce and publish 3+ weekly marketing assets across LinkedIn, Instagram, and X, spotlighting startup milestones and founder updates to drive engagement for one of the top university accelerators in the US.

Develop For Good, Product Designer, Remote

May 2026 – Present

- Design 10+ lo-fi and hi-fi wireframes across 6 core features for ConnectED Fellows' WordPress redesign, iterating through multiple feedback rounds to optimize donor conversion flows, impact storytelling, and mobile-first UX.
- Develop a cohesive visual system including a style guide, color palette, and typography alongside 15+ high-fidelity mockups for the homepage, Fellow profiles, and donation pages with a cross-functional team.

QUEST, Product Growth Intern, Berkeley, CA

February 2026 – Present

- Design 3+ weekly visual assets including videos and graphics using Figma and Adobe After Effects to establish Quest's visual identity and drive early community engagement through short-form TikTok and Instagram content.
- Support web and mobile app interface design in Figma by utilizing pre-launch user feedback and beta product testing data to resolve friction points and architect an end-to-end user journey prior to official launch.

HYBE AMERICA, Product Consultant, Remote

January 2026 – May 2026

- Analyze 200+ fan surveys through UX research and journey mapping to identify emotional drop-off points in artist discovery, designing a content rollout framework that transitions casual viewers into high-intent fans.
- Translate fan behavioral segmentation into a 10-week US Launch Playbook, defining content sequencing and key touchpoints to convert casual listeners into high-intent fans and drive sustained commercial engagement.

LEADERSHIP & INVOLVEMENTS

ZC Consulting | Pi Sigma Epsilon, Vice President of PR and Marketing, Berkeley, CA

August 2025 – Present

- Design 30+ visual assets across social platforms using Figma and Adobe Creative Suite, driving 300+ follower growth and a 50% increase in engagement among student members and external clients.
- Drove a 40% increase in inbound project inquiries and 3x membership growth by outreaching to 10,000+ companies, organizing campus events, and leading recruitment initiatives, securing 4 client partnerships.

AWARDS & ACHIEVEMENTS

FigBuild Design-a-Thon (Figma Design Hackathon), Berkeley, CA

March 2026

- Built SYNAPP in 72 hours as designer and PM, a wellness app with a living brain map visualizing dopamine-driven reward cycles, leveraging Claude and Figma Make to prototype AI-generated visuals end-to-end.
- Led design direction across a 4-person team, presenting SYNAPP to a panel of judges and making key creative pivots to translate complex neuroscience concepts into an intuitive, visually distinct experience.

Perplexity Case Competition, Third Place, Berkeley, CA

November 2025

- Placed 3rd out of 200+ teams in the Perplexity Comet Case Competition by designing an accessibility-first agentic AI interface and delivering a full product strategy presentation to a panel of industry judges competing nationwide.
- Conducted user research on ADHD and dyslexia alongside competitive analysis to design equitable, accessibility-first agentic AI solutions tailored for higher education learning environments and long-term adoption.

SKILLS

Skills: Adobe Creative Suite, Google Suite, Figma, Excel, SEO, PowerPoint, Market Research, Fluent in Korean

Interests: Baking & Recipe Development, Cooking & Food Styling, Reading, Videography, Exploring New Cafes