

Jovi Dai

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EDUCATION

Columbia University - Graduate School of Journalism

The Lede Program

Certificate in Computing, Data Analysis, Data Visualization and Visual Storytelling

Remote

June – Aug 2024

Northeastern University

Master of Science in Media Innovation and Data Communication

Concentrated in Data Analysis, Data Visualization, Scrollytelling and Front-End Web Development Technologies

Boston, MA

Sept 2021 – May 2023

University of Nebraska-Lincoln

Bachelor of Journalism | GPA: 3.87/ 4.0

Dean's List - Fall 2017, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021

Majors: Advertising & Public Relations, Journalism | Minors: English, Film Studies

Lincoln, NE

Aug 2017 – May 2021

PROFESSIONAL EXPERIENCES

Bay Area News Group

San Jose, CA

[Data Reporter](#)

July 2024 – Present

- Worked with the data and graphics team staff to develop impactful data-driven stories and visualizations for [The Mercury News](#) and [East Bay Times](#), serving a diverse Bay Area audience.
- Collected, cleaned, and analyzed large datasets from public records and scraped sources to uncover trends and drive data-focused reporting. Used R, Python and SQL to manage and query relational databases for investigative and explanatory stories.
- Produced clear, compelling visualizations using tools like Flourish, Datawrapper, Mapbox, R packages and D3.js to help readers understand complex issues such as housing, homeowner and auto insurance, crime and public health.
- Collaborated with reporters, editors and designers to integrate data into daily stories and enterprise features for a sophisticated Bay Area audience.
- Filed public records requests and advocated for data transparency from local and state agencies to support accountability journalism.

[The Center for Public Integrity](#)

Merced, CA

[Data Reporter](#)

July 2023 – July 2024

- A member of Public Integrity's data journalism team, collaboratively working with the staff of the [Central Valley Journalism Collaborative](#) and local newsrooms to strategize and pinpoint data-driven investigative initiatives and write daily stories.
- Facilitated the reporters of newsrooms in acquiring, cleaning, and analyzing data, employing tools such as RStudio, Python, spreadsheets and databases for comprehensive evaluation; meanwhile, worked on the Public Integrity's [The Accountability Project](#).
- Constructed and conceptualized data visualizations and graphics tailored to the specific datasets and the requirements of reporters, ensuring alignment with the narrative of their stories.
- Discerned opportunities for disseminating data and tools to the local newsroom, offering training, mentorship, and support to enhance the capacity for data visualization skills among local journalists.

The Global Observer

Boston, MA

News Reporter

Sept. 2022 – May 2023

- Wrote, edited and produced stories each week for multiple platforms, including internet and digital channels.
- Extracted and manipulated data from various reporting environments to analyze and transform data, leveraging tools such as RStudio, Python, and Excel and developing data extracts and reports.
- Delivered live reports, conducted interviews, and obtained information on specific topics.

The Emancipator, The Boston Globe

Boston, MA

Chatbot Developer

Jan. – Nov. 2022

- Developed VoteChat in Botsify, a virtual chatbot, to inform first-time voters of fundamental voting rights and requirements and to inform states of relevant legislative changes in an encouraging tone.
- Researched voting information about each state on the LegiScan website to gather and collate data and put it into the spreadsheet as the primary dataset.
- Synthesized bi-monthly Brennan Center updates to translate legal terms into conversational language.

Storybench

Boston, MA

Data Reporter

Sept. 2021– May 2022

- Planned and performed quantitative analysis and explained results to support investigation stories and visualization.
- Led other fellow journalists in brainstorming, collecting, cleaning up, checking, and analyzing data integrity.
- Communicated actively with other newsroom reporters to spot-check data work.

The Daily Nebraskan

Lincoln, NE

Data Reporter/Researcher Intern

May – July 2021

- Collaborated with Prof. Olga Pierce to process a data reporting project about situations of old housing in Nebraska.
- Contacted and interviewed several Nebraska housing departments or organizations to collect primary sources.

- Investigated hazardous housing and old housing stock pose health hazards for residents to gain secondary sources.
- Directed writing and operating RStudio to tell a story with data, including bar plots, scatterplots, and map visualization.

Nebraska News Service

General News Reporter

Lincoln, NE

Jan. – May 2021

- Provided local and in-depth coverage of COVID-19 on communities and diversity/equality stories in Nebraska.
- Pursued and developed stories independently and for assignment, covering topics about LGBTQA+ groups in Nebraska.
- Composed pieces and news stories for online publication, coordinating images and layouts to deliver the proper presentation.
- In charge of social media and responsible for posting published news content to Instagram.

American Advertising Federation

Public Relations Lead

Lincoln, NE

Oct. 2020 – May 2021

- Represented UNL in the 2021 National Student Advertising Competition to work with 2021 client Tinder to develop a full-blown IMC campaign and took ownership of all the decisions relating to the public relations of the campaign.
- Investigated the brand love for Tinder in Gen Z and collected first-hand data through the online questionnaire.
- Communicated and led the research and strategy teams to analyze the usage of Tinder in Generation Z in the United States.

Ogilvy

Account Executive Intern

Shanghai, China

Aug. – Nov. 2020

- Coordinated the press release of promotion of the "MILKANA" brand, a German cheese.
- Managed topic collection, data collection, article typesetting, and reading data statistics.
- Investigated market background of PET bottle yogurt, studied competing products, and completed the strategic analysis with data.

Teaching/Research Assistantships:

Co-Lab for Data Impact at Northeastern University

Boston, MA

Data Research Assistant

Sept. 2022 – May 2023

- Built software tools to support climate change reporting to address gaps and needs among journalists.
- Created a web-based application using the R programming language and building from the R Shiny software library.
- Explored variances in global journalistic hyperlinking practice with the goal of being published in an academic journal.
- Scraped and examined data using the open-source platform RStudio and Media Cloud to build a prototype tool for journalists.
- Leveraged excellent interpersonal skills and cultural awareness to seek out, schedule and conduct informative interviews with professional U.S. and international climate journalists around the world about the issues they face and what kinds of tools might support their work.
- The data-driven project "Democratizing Climate Change Data: Software Solutions to Empower Journalists and Media Makers" was accepted and presented at [the Joint Computation + Journalism European Data & Computational Journalism Conference 2023](#) in Zürich, Switzerland.

Northeastern University's Department of Communication Studies

Boston, MA

Graduate Research Assistant

May 2022 – July 2023

- Cooperated with Professor Moira Weigel in achieving the research goal of how digitization and platformization create new kinds of work and business opportunities from a comparative perspective by analyzing data and visualizations.
- Investigated China's cross-border e-commerce platforms and web scraping data to collect and clean up data.
- Collected and sorted out information with data about Amazon China and some other local cross-border e-commerce platforms in China's information platforms Weibo, Zhihu, and RED.
- Helped Professor Moira Weigel find Chinese Amazon sellers and Amazon experts in cross-border e-commerce in China, contacted them, and scheduled an interview time to collect first-hand information.

Northeastern University's College of Arts, Media and Design

Boston, MA

Graduate Teaching Assistant

Jan. 2022 – May 2023

- Assisted Professor Brandon Sichling in grading, running the class, and offering feedback per paper for the GAME-1110: Games and Society course.
- Used the software Discord to communicate with students, answer their questions, and coordinate with Professor Brandon Sichling to assist students in need.
- Lectured a game-related topic class to the students by myself for three weeks about the process of making a game production and the situation of the labor force in the game industry.

Northeastern University's Employer Engagement and Career Design

Boston, MA

Graduate Facilitator Intern

June – Aug. 2022

- Taught and led the Digital Marketing course and managed the cohort of virtual interns from different countries and regions.
- Conducted weekly meetings with virtual interns to answer any questions that they had.
- Cooperated with our sponsor company, PIP Boston, to schedule weekly meetings for feedback on virtual interns' performance, progress, and questions regarding their tasks.
- Generated weekly presentations and reports of each virtual intern's progress to be shared with Employer Engagement, Career Design, Enrollment Management, and other NU departments.

Northeastern University's College of Arts, Media and Design

Boston, MA

Graduate Teaching Assistant

Sept. 2021– Dec. 2021

- Cooperated with Professor William Russell Pensyl in the ARTH-1100: Interactive Media and Society class with the management of assignments, quizzes, and attendance/presentation records in Canvas.
- Assisted with in-class team exercises, activities, and discussion sessions and answered their questions.
- Communicated with Prof. Russell Pensyl weekly to update students' information and answered students' academic questions.

The Daily Nebraskan

Lincoln, NE

External Chairman

Dec. 2020 – May 2021

- In charge of The Daily Nebraskan's Diversity and Inclusion Board to bring in outside perspectives and organize meetings.
- Wrote annual DN diversity reports at the end of every semester and analysis of The DN's content pertaining to DI.
- Built bridges on campus between The Daily Nebraskan and other organizations and departments that relate to diversity.

UNL Visual Communications and Journalism Lab

Lincoln, NE

Lab/Teaching Assistant

Aug. 2019 – May 2021

- Mastered Adobe Creative Cloud applications to create projects, facilitate workshops and aid creative labs.
- Cooperated with Prof. Katie Krcmarik and fellow teaching assistants to craft lesson plans and assisted Prof. Katie with checking students for attendance by using Slack.
- Taught students functions within Adobe Creative Cloud, like InDesign, Illustrator and Photoshop, and Brackets programs.
- Coordinated students with their assignments and taught them the use of DSLR or JVC cameras.

COMPUTER SKILLS

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- RStudio | Python | Tableau | Adobe Illustrator/InDesign | HTML and CSS | JavaScript | D3.js | jQuery | ai2html | Mapbox | Leaflet | Carto | Datawrapper | Flourish | QGIS | echart4r | Plotly | Observable/Observable Plot | Google Sheets/Excel