

J O Y D I N G

CONTACT

- ☎ + 1 858 207 8254
- ✉ yiyangding@gmail.com
- 🏠 Oakland, CA

PROFILE

I worked in tech (Google, Twitter) in the Bay Area as a product manager for 7 years. For the past 3 years, I've been living in Tokyo, working as a freelance creative content strategist. I moved back to Oakland this year and want to work in a collaborative environment with a small team, on a creative mission.

EDUCATION

B.A. COMPUTER SCIENCE

Minor in Visual & Environmental Studies

Harvard University
2006-2010

SKILLS

PROFESSIONAL

User research

Content & marketing strategy

Product development

Project management process development

TECHNICAL

Adobe software (PS, Illustrator, Indesign)

Programming (C++, HTML, Javascript)

Basic video editing (Final Cut Pro, After Effects)

LANGUAGES

Chinese (native), Japanese (proficient)

WORK EXPERIENCE

CREATIVE CONTENT STRATEGIST

Self employed | 2017 - Present

tonari (2019 - 2020) <http://tonari.no>,

- Led redesign of new website, including content strategy & animation prototyping
- Managed & developed content for Twitter & Facebook accounts, as well as monthly community outreach email
- Conducted user research and published research findings

Straylight (2018 - 2019) <http://straylight.jp>

- Developed artist-in-residence program for art collective
- Organized community events, including two small overnight camping festivals for 100 people

PRODUCT MANAGER

Twitter | 2017 - Present

Created & led **Information Integrity** team to fight fake news:

- Led team of 5 data analysts to discover patterns of manipulation
- Led team of 15 designers & engineers to develop machine learning algorithms and product features to detect and remove misinformation

Managed development of photos, video and other features on **Tweets team**

- Led development of camera, photo filters, video upload and editing on desktop and mobile
- Led infrastructure project to increase Tweet character limit for replies

PRODUCT MANAGER

Google | 2010-2014

- Led launch of several key features on **Google Maps** including offline maps, Location History, and Google Maps for Tablet.
- Led iOS team for **Google Drive**, during the brand transition from Google Docs to Google Drive
- As an APM on **DoubleClick for Publishers** launched improvements to the metrics reporting for display ads

INTERESTS

Cooking

Baking

Sculpture

Building furniture &
woodworking

OTHER RELEVANT EXPERIENCE

ORGANIZER & CURATOR

WOVEN Media festival, Tokyo | MAR 2020

- Co-curated and installed installation of works from 10 international artists

VISUAL ARTIST

Being Shadow, dance performance | OCT 2019

- Used motion capture data to create holographic visuals for a projection mapped dance performance

ARTIST & CURATOR

The Galallery & the Secret Alley | 2016 - present

- Helped build immersive installations at the Secret Alley
- Curated several group exhibitions at the Galallery
- Designed and built <http://thesecretalley.com>