

JONATHAN BACK

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EDUCATION

Texas A&M University – College Station, TX **May 2025**
Bachelor of Science in Visualization GPA: 4.0 | Dean's List

University of the Arts London – London, United Kingdom **Dec 2023**
Study Abroad B.A. (Hons) – User Experience Design

Relevant Coursework: User Experience Design, Interaction Design, Data Visualization, 2D/3D Design, 3D Modeling, Traditional/Life Drawing | Generative AI, Program Design and Concepts in C++, Computing for Visualization, Engineering Calculus

SKILLS

Technical: C++, Python, React | Figma, Miro, Mural, Adobe Creative Suite (XD/InDesign/Illustrator/Photoshop/After Effects)

Languages: Korean (Advanced), Mandarin Chinese (Beginner), German (Beginner)

EXPERIENCE

IBM – New York, NY **May 2024 - Present**

Returning Innovation Designer Intern, Client Engineering

- Designed UI with cross-functional team for AI-augmented application for New York medical school that consolidates candidate applications and displays key information to aid with admissions committee's review process, contributed to deal closure of \$2.6M
- Designed wireframes for MVP build and collaborated with developers, architects, and sales leads to help multinational fashion company optimize bag material and hardware options based on ROI of historical sales

Innovation Designer Intern, Client Engineering

May 2023 - Aug 2023

- Facilitated 10+ design thinking workshops regarding Client Engineering intern utilization by applying Enterprise Design Thinking methodology and Client Engagement Model to progress from problem discovery to MVP statement creation
- Collaborated with interns to create seller enablement chatbot by training Watson Discovery model using entity extraction with 1723 labeled examples to provide concise information on IBM solutions and topics

OTHER EXPERIENCE

Swivi – Productivity Dashboard App, Web **Jan 2023 - May 2023**

- Led 3-person, cross-functional team to ideate, research, and design integrative productivity application
- Designed 19 unique screens and branding to create full prototype of application, brand guide, and promotional video

Tastebuds – Social Cooking App, Mobile

May 2022 - Aug 2022

- Collaborated with CS student using Flutter SDK and Git repository to create mobile app that promotes home cooking
- Designed 6 screens and prototype through conducting survey, competitive analysis, user personas, and wireframes

Innovation [X] – Texas A&M University

Sep 2022 - May 2023

Undergraduate Researcher

- Designed 3D models, VR environment, and UI with a multidisciplinary student team of Visualization, CS, Special Education, and Aggie ACHIEVE to create conversational AI to train social skills of students with intellectual disabilities
- Contributed to the team's success, resulting in publication of research paper "AllyChat: Developing a VR Conversational AI Agent Using Few-Shot Learning to Support Individuals with Intellectual Disabilities" to IFIP INTERACT 2023 conference

College of Performance, Visualization, and Fine Arts – Texas A&M University

Sep 2022 - Dec 2022

Peer Teacher

- Assisted 30+ freshmen in 2D design studio by providing feedback and design principles to help conceptualize ideas

Soft Interaction Lab – Texas A&M University

Jun 2022 - Sep 2022

Research Assistant

- Formatted text material and student work in 75-page Visualization graduate student handbook using InDesign to increase visual appeal and clarity of program information for prospective students

ACTIVITIES & LEADERSHIP

Visualization Student Ambassador – Texas A&M University

Oct 2022 - May 2023

Asian-American InterVarsity – College Station, TX

Aug 2021 - Present

HONORS AND AWARDS

2022 Gathright Phi Kappa Phi Dean's Excellence Award Winner- Texas A&M University

October 2022

- Recognized as top freshman in College of Architecture, Academic Excellence