

# 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 - Aug 2024**

**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