

Natalie Lam Johnson

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EDUCATION

University of Southern California, Marshall School of Business and Viterbi School of Engineering **Los Angeles, CA**

BS in Artificial Intelligence for Business (GPA: 3.7/4.00) (Major GPA: 3.94/4.00) *May 2028 (expected)*

- Awards: National Merit Scholar (top 1% nationally), USC Presidential Scholar (top 2% merit scholarship), Dean's List, Student Athlete Outstanding, President's Volunteer Service Award (Gold)
- Relevant Courses: Artificial Intelligence, Statistics and Data Science, Python, Advanced Operations Management, Advanced Business Finance, C++, Discrete Math, Financial & Managerial Accounting, Improv

EXPERIENCE

Advantest – Global Semiconductor Test System Provider **San Jose, CA**

Business Intelligence & Data Systems Intern – Applied Research Group *May 2025–Aug 2025*

- Improved retrieval accuracy for Advantest's 93k product by engineering an automated Python pipeline converting 12,000+ HTML files into a Retrieval Augmented Generation (RAG) LLM-enabled knowledge system
- Reduced documentation processing overhead by 54% by automating version control using diff-based change detection, preventing data loss during ingestion
- Led AI/LLM market intelligence and vendor due diligence across 15+ providers, analyzing technical capabilities, pricing, and licensing terms to develop 5-year AI CapEx forecasts and enterprise deployment recommendations for leadership

Canva **Los Angeles, CA**

Undergraduate Communications Consultant *Aug 2025–Dec 2025*

- Presented strategic research and go-to-market recommendations to 7 Canva leaders, delivering actionable insights on AI tool positioning, student license activation, and product optimization for higher education markets
- Conducted user research identifying 3 critical onboarding barriers affecting 90% of K-12 to college students through 25+ in-depth interviews and competitive analysis, directly recommending Canva's higher education growth strategy
- Analyzed Magic Studio UX usage and identified feature gaps through user research, influencing Canva's product roadmap and strategies to boost university student engagement

USC Vietnamese Student Association **Los Angeles, CA**

Director of Finance *Aug 2024–Present*

- Manage \$8,000+ annual budget, overseeing financial planning and resource allocation for organizational events & initiatives
- Lead a cross-functional 17-person team to execute fundraising campaigns and develop partnerships with local vendors
- Secured \$3,000 in fundraising for a flagship dating show event attended by over 300 students from 15 different colleges
- Executed 120+ attendee cultural event featuring LA Times keynote speaker, managing logistics, venue, and marketing

DataSC – Premier Data Science Club **Los Angeles, CA**

Vice President of Operations *Feb 2025–Present*

- Drove 340% growth in new member sign-ups and boosted retention 136% by executing targeted marketing and launching new engagement programs

ML Business Analytics Project Member *Aug 2024–Feb 2025*

- Built an end-to-end Machine Learning (ML) pipeline using customer behavior data to predict churn, enabling personalized retention strategies to improve customer lifetime value

USC Viterbi School of Engineering **Los Angeles, CA**

CSCI 113 Course Tutor *Aug 2025–Dec 2025*

- Taught weekly labs and held biweekly office hours on Python and programming fundamentals

PROJECTS

RAG Powered AI Interview Bot *Jun 2025*

- Developed LLM Retrieval Augmented Generation productivity tool to simulate self in personal interview
- Using JavaScript, Node.js, Google Gemini API, Vercel, and 20+ pages of personal documents

SKILLS

Python, Excel, R Studio, C++, Data Analysis, Content Creation (LinkedIn), Vietnamese, Competitive Swim