

Natalie Lam Johnson

natalie.l.johnson@usc.edu | (626) 271-6422 | linkedin.com/in/natalie-lam-johnson | natalielamjohnson.com

EDUCATION

University of Southern California, Marshall School of Business and Viterbi School of Engineering	Los Angeles, CA
<i>BS in Artificial Intelligence for Business (GPA: 3.7/4.00) (Major GPA: 3.94/4.00)</i>	<i>May 2028 (expected)</i>
<ul style="list-style-type: none">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
<i>Business Intelligence & Data Systems Intern – Applied Research Group</i>	<i>May 2025–Aug 2025</i>
<ul style="list-style-type: none">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 systemReduced documentation processing overhead by 54% by automating version control using diff-based change detection, preventing data loss during ingestionLed 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
<i>Undergraduate Communications Consultant</i>	<i>Aug 2025–Dec 2025</i>
<ul style="list-style-type: none">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 marketsConducted 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 strategyAnalyzed 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
<i>Director of Finance</i>	<i>Aug 2024–Present</i>
<ul style="list-style-type: none">Manage \$8,000+ annual budget, overseeing financial planning and resource allocation for organizational events & initiativesLead a cross-functional 17-person team to execute fundraising campaigns and develop partnerships with local vendorsSecured \$3,000 in fundraising for a flagship dating show event attended by over 300 students from 15 different collegesExecuted 120+ attendee cultural event featuring LA Times keynote speaker, managing logistics, venue, and marketing	

DataSC – Premier Data Science Club	Los Angeles, CA
<i>Vice President of Operations</i>	<i>Feb 2025–Present</i>
<ul style="list-style-type: none">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	<i>Aug 2024–Feb 2025</i>
<ul style="list-style-type: none">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
<i>CSCI 113 Course Tutor</i>	<i>Aug 2025–Dec 2025</i>
<ul style="list-style-type: none">Taught weekly labs and held biweekly office hours on Python and programming fundamentals	

PROJECTS

RAG Powered AI Interview Bot	<i>Jun 2025</i>
<ul style="list-style-type: none">Developed LLM Retrieval Augmented Generation productivity tool to simulate self in personal interviewUsing 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