

Natalie Lam Johnson (U.S. Citizen)

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EDUCATION

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| 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, Product Management, C++, Discrete Math, Financial & Managerial Accounting | |

EXPERIENCE

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| 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">Accelerated customer engineer onboarding and reduced learning curve for Advantest's flagship 93k product by engineering an automated Python pipeline that transformed 12,000+ HTML technical documentation files into a Retrieval Augmented Generation (RAG) LLM-enabled knowledge system, enabling faster access to critical product informationLed 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 leadershipReduced documentation processing time by 54% and ensured RAG system accuracy by automating version control with diff-based change detection, preventing outdated information and data loss from entering the system | |

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| 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 that informed higher education recruitment and marketing strategy, delivering actionable insights on AI tool awareness, student license activation, and product optimization for the higher ed marketConducted 25+ in-depth student interviews and competitive analysis across K-12 and college segments, uncovering 3 critical onboarding barriers that affected 90% of transitioning users and formed the foundation for strategic recommendationsAnalyzed Magic Studio UX usage patterns identifying gaps in feature awareness, UI experience, and student pricing, delivering product insights that informed university engagement strategies | |

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| USC Vietnamese Student Association | Los Angeles, CA |
| <i>Director of Finance</i> | <i>Aug 2024–Present</i> |
| <ul style="list-style-type: none">Manage \$9,000+ annual budget, overseeing financial planning and resource allocation for organizational events & initiativesSecured \$3,500 in fundraising for a flagship dating show event attended by over 500 students from 15 different collegesLead a cross-functional 17-person team to execute fundraising campaigns and develop partnerships with local vendorsExecuted 120+ attendee cultural event featuring LA Times keynote speaker, managing logistics, venue, and marketing | |

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| DataSC – USC's Premier Data Science Org | 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 | |
| <i>ML Business Analytics Project Member</i> | <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 | |

PROJECTS

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| RAG Powered AI Interview Bot | Jun 2025 |
| <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, Project Management, R, C++, Data Analysis, Content Creation (LinkedIn), Vietnamese, Competitive Swim