

# Natalie Lam Johnson (U.S. Citizen)

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

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

## EXPERIENCE

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

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

- 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 information
- 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
- Reduced 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time by 54% and ensured RAG system accuracy by automating version control with diff-based change detection, preventing outdated information and data loss from entering the system

**Canva**

**Los Angeles, CA**

*Undergraduate Communications Consultant*

*Aug 2025–Dec 2025*

- 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 market
- Conducted 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 recommendations
- Analyzed Magic Studio UX usage patterns identifying gaps in feature awareness, UI experience, and student pricing, delivering product insights that informed university engagement strategies

**USC Vietnamese Student Association**

**Los Angeles, CA**

*Director of Finance*

*Aug 2024–Present*

- Manage \$9,000+ annual budget, overseeing financial planning and resource allocation for organizational events & initiatives
- Secured \$3,500 in fundraising for a flagship dating show event attended by over 500 students from 15 different colleges
- Lead a cross-functional 17-person team to execute fundraising campaigns and develop partnerships with local vendors
- Executed 120+ attendee cultural event featuring LA Times keynote speaker, managing logistics, venue, and marketing

**DataSC – USC's Premier Data Science Org**

**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

## 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, Project Management, R, C++, Data Analysis, Content Creation (LinkedIn), Vietnamese, Competitive Swim