

# Joanna Poon

Los Angeles, CA | (669) 241-8304 | [jhpoon@usc.edu](mailto:jhpoon@usc.edu) | [Linkedin](#) | Portfolio: [joannapoon.com](http://joannapoon.com)

---

## EDUCATION

### University of Southern California

Los Angeles, CA

**Major:** Arts, Technology, and the Business of Innovation (at Iovine and Young Academy)

May 2026

**Minor:** Computer Science

GPA: 3.85

**Honors:** Presidential Scholar, Dean's List all undergraduate semesters

## WORK EXPERIENCE

### Measured

Remote / Austin, TX

#### Product Design Intern

Summer, 2023 and 2024

- Measured is a tech startup that helps SMBs optimize media spend with leading incrementality technologies.
- Co-developed a new design system with the UX team by brainstorming design vision, designing new components, and building interactive prototypes. Solely responsible for multiple process flows, 4 sets of global components, and 10+ local components.
- Co-designed the new main dashboard and redesigned the catalog optimization dashboard.

### LavaLab

Los Angeles, CA

#### Product Designer

Jan 2024-Apr 2024

- Envisioned, pitched, designed and built a MVP contractor marketplace app for small landlords.
- Led a team of one product manager and two developers to build the MVP within 9 weeks.

### USC Randall R. Kendrick Global Supply Chain Institute

Los Angeles, CA

#### Social Media Graphic Designer

Apr 2023-Apr 2024

- Developed and executed a comprehensive social media plan in collaboration with the social media team to promote the Master's program effectively across Instagram, Facebook, and LinkedIn platforms.
- Created graphics, videos, and stories for social media, driving increased engagement and brand awareness.

### WhatNot

Remote / Los Angeles, CA

#### UX Design & Strategy Consultant

Oct 2023 - Dec 2023

- WhatNot is an e-commerce company for livestream shopping, bringing the in-person retail experience online.
- Pitched and designed new innovative solutions to bridge mobile and TV interactions for the "10ft experience", from couch to TV.

### Eightfold.AI

Mountain View, CA

#### UX Design Intern

Summer, 2021

- Eightfold.AI is a startup unicorn that helps Global 1K enterprises and public organizations transform how they hire, manage, retain, and upskill their workers with AI technologies.
- Produced 3 new designs and 5+ user flows for its new mobile app by collaborating with product and engineering teams, developing user testing plans, interviewing users, and iterating designs based on feedback.
- Planned future sprints with the mobile team and led 2 design reviews.

## LEADERSHIP AND INVOLVEMENT

### Innovative Design at USC

Los Angeles, CA

#### VP of Externals, Web Design Team Lead

Sep 2022 - Present

- Manage a team of 4 designers to create a website for a client, responsible for project management.
- Spearheaded annual design and tech summit, responsible for logistics, speaker outreach, and sponsorships, with 40+ attendants.
- Organized workshops for 80+ members including Portfolio Reviews and Intro to UX Design Workshop.

## SKILLS & AWARDS

- Languages: English (Native), Mandarin Chinese (Fluent), Spanish (Beginner)
- Design/Coding Softwares: Figma, Adobe Creative Cloud, Fusion 360, CSS, HTML, JavaScript, React, Java, C++
- Skills: UI/UX Design, Graphic Design, User Research, Wireframing, Design Thinking, Front-End Development
- Awards: Gold Presidential Award (2019), National Merit Finalist (2021)