

Joanna Shan

WRITER, MARKETER, DESIGNER, TBD

🌐 joannashan.com (under construction!)

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☎ (408) 839-0212

EDUCATION

UNIVERSITY OF PENNSYLVANIA

AUG 2021 - MAY 2024

B.A. Cognitive Science

Minors: Urban Education, Creative Writing

UC SAN DIEGO

SEPT 2019 - JUNE 2020

B.S. Cognitive Science, incomplete

Provost Honors, 4.0 GPA

SKILLS

TECHNICAL

Adobe Suite, Figma, Procreate

iMovie, Final Cut Pro

HTML, CSS, Bootstrap

MARKETING

Content strategy + copywriting

Social media

Video production

Branding

DESIGN

Mobile + web design

User experience research

Product strategy

Wireframing + prototyping

Visual design

Illustration

EXPERIENCE

PEAR VC — Marketing Fellow

INCOMING

MONET — Co-Founder, COO

JULY 2020 - SEPT 2021

Monet is the dating and friendmaking app where you send a drawing to start the conversation! We're backed by Pear VC, SHL Capital, and Rarebreed Ventures. To date, over 275,000 matches and 750,000 drawings have been made on Monet.

I led marketing, operations, and content. I learned (so, so much) about product strategy, startups, life. Read about us on [Product Hunt](#), [Business Insider](#), and [the DP](#).

CONNECT IN PLACE — Head of Training & Development

AUG 2020 - AUG 2021

Taught Intro to Design to 40+ middle and high school students. Trained 60+ college students to become instructors.

PLOT TWISTERS — Creative Strategist

SEPT 2020 - JUN 2021

Researched and designed a journaling and self-reflection web platform for K-12 students. Planned and illustrated a racial trauma care website for the University of Georgia EMPOWER Lab.

A.S. GRAPHIC STUDIO — Public Relations Coordinator

JAN 2020 - OCT 2020

Created and managed marketing campaigns for Associated Students, UCSD's student government, and university clients like UCSD Summer Session. Increased growth of A.S. Instagram by ~380%.

FI @ UCSD — UX Consultant, Team Lead

JANUARY 2020 - MAY 2020

Conducted UX research for San Diego's Get It Done platform; as a UX designer, prototyped a hi-fidelity redesign of the current GID app. One of three team leads for final phase of project.