

# Joanna Shan

## COMMUNICATIONS, MARKETING, & DESIGN

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## EDUCATION

### UNIVERSITY OF PENNSYLVANIA — '24

DEFERRING, ENTERING FALL 2021

B.A. Philosophy, Politics, & Economics (PPE), minor in Computer Science

### UC SAN DIEGO — 4.0 GPA

TRANSFERRED AFTER FIRST YEAR

B.S. Cognitive Science, incomplete

✧ Provost Honors, DSGN 1 "Best Overall Project"

## EXPERIENCE

### A.S. GRAPHIC STUDIO — Public Relations Coordinator

JANUARY 2020 - PRESENT

- ✧ Create and manage marketing campaigns for Associated Students, UCSD's student government, and university clients like UCSD Summer Session.
- ✧ Increased growth of A.S. Instagram by ~380% and established the platform as a primary source of information for students.

### 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.

### STREAMSETS, INC — Business Analytics Intern

SUMMER 2018

- ✧ Used Excel & Tableau to run sales matrix and data validation reports under the Business Analytics department.

## PROJECTS

### PERSONAL — Dumb Goals

SUMMER 2020

- ✧ Built a goal-setting app using React Native. My partner and I prototyped the app together, but my main roles were content strategy, illustration, & front end development. Available on iOS App Store now.

## COMMUNICATIONS

Content Strategy,  
Branding, Copywriting,  
Social Media

## DESIGN

Adobe Creative Suite,  
Figma, Sketch, Procreate,  
iMovie

## DEVELOPMENT

HTML, CSS, Sass,  
JavaScript, Bootstrap,  
Java, React Native