

Joshua Yoo

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EDUCATION

University of Southern California

B.A. Data Science & B.A. Psychology

August 2020 – December 2024

GPA: 3.9

Summa Cum Laude

EXPERIENCE

University of California, Los Angeles (AASC)

January 2025 – Current

Information Systems & CX Analyst

- Managing consumer experience and web information systems software for an online multimedia textbook
- Conducted 30+ usability studies with grade-school teachers/students for prototype testing and rapid iteration
- Designed 230 Google Analytics tags and leveraged Microsoft Clarity session recordings and heatmaps for detailed website behavior data analysis, improving user journeys and feature usability up to 35% user retention
- Generated wireframes, visual graphics and functional prototypes for A/B testing and stakeholder interviews

Promerica Bank CR

June 2024 – August 2024

UX & Front-End Development Intern

- Independently developed new React.js web interface for risk evaluation of real estate development client portfolios, with integrated Tableau dashboards and data quality assurance
- Created and administered surveys, usability tests, website user retention tests, and interviews with customers for numerous online banking features

University of Southern California (ITP)

August 2023 – December 2023

Teaching Assistant

- Assisted teaching for Advanced Front-End Web Development (ITP 404), supporting assessment and application of JS web technologies such as React.js, Node.js & REST APIs for undergraduate students
- Executed grading, assignment creation, assessment proctoring, and student instruction

Accenture

June 2023 – August 2023

Summer Business Analyst

- Served as product owner (PO) analyst for web services of multi-national media and entertainment company
- Constructed and presented Adobe Analytics data reports on site interaction metrics and constructed Visio diagrams for data visualization for stakeholder use
- Compiled 100+ Jira tickets and 30+ user stories for the implementation and production launch of product feature updates, UX changes, accessibility audits, and maintenance updates for client
- Created 20+ deliverables for client, including Scrum sprint completion reports, product analysis documentation and performance breakdown reports for developers

PROJECTS

[A Guide to L.A. Coffee Shops](#)

September 2024 – December 2024

- Personal React.js project that provides an interactive map-based website guide to Los Angeles coffee shops

SKILLS

Figma (intermediate) | JavaScript/HTML/CSS (intermediate) | React.js (intermediate) | Jira (beginner)

Python (intermediate) [scikit-learn, pandas, Matplotlib, Flask, Selenium, NumPy] | SQL (intermediate)

Google Analytics (advanced) | Google Tag Manager (intermediate) | MS Clarity (advanced) | MS PPT (intermediate)

MS Excel (intermediate) | R (beginner) | MongoDB (beginner) | Tableau (beginner) | Adobe PS (beginner)

Consumer Research (intermediate) [Usability Studies, Journey Maps, Stakeholder Interviews, Surveys, Wireframes]