Joyanna Jiang

joyannajiang@gmail.com • (669)264-7799 • github.com/joyannajiang • linkedin.com/in/joyannajiang/

EDUCATION

University of Southern California   May 2024
B.S., Computer Science Business Administration   *Los Angeles, CA*

- **GPA: 3.7/4.0;** Dean's List; Presidential Scholar
- **Relevant Coursework:** Data Structures and Object Oriented Design, Algorithms and Theory of Computing, Business Communication, Strategic Management, Business Statistics, Business Finance, Marketing Analytics

WORK EXPERIENCE

Mattel   July 2024 – Present
Product Manager (E-Commerce) | July 2024 - Present   *El Segundo, CA*

- Drive AB testing initiatives across company e-commerce sites through ideation, execution, and coordination, boosting monthly add-to-cart clicks by an annualized impact of 17k and revenue by $4M
- Lead cross-functional sprints involving design and engineering, achieving sprint goals on time in 95% of stories

Product Management Intern | June 2023 – August 2023

- Analyzed market trends and customer behavior to conceptualize a proposal for an American Girl resale site, identifying a $4M opportunity for growth and presenting to internal stakeholders and e-commerce team

Eventual Computing   March 2024 – April 2024
Freelance Web Designer/Developer

Remote

- Independently redesigned company and product website to enhance user experience and drive traffic, incorporating founder feedback and using Figma, HTML, CSS, and JavaScript for responsive design

LEADERSHIP & PROJECTS

Let's Go Camping - USC   March 2024 – April 2024
Software Developer

- Developed a camping application integrating the National Park Service API using React and Spring Boot; implemented unit, acceptance, and Jest testing to ensure functionality and reliability
- Applied test-driven development and agile management, and served as scrum master in a team of 5 developers

Cora (Lavalab) - USC   February 2022 – April 2022
Start Up Project Founder and Lead Product Designer

- Built an MVP for an emotional regulation toy powered by Raspberry Pi and paired with a tracking app
- Conducted user research to identify pain points and applied design thinking to wireframe and prototype the app; created branding and a pitch deck presented to 3 industry professionals
- Analyzed unit costs and supply chain logistics, projecting a potential monthly profit of $35K for the product

Honeybud - Remote   May 2022
Product Designer

- Placed 1st out of 208 teams in the Avocademy 2022 Designathon with a wedding budgeting app prototype
- Designed high-fidelity prototypes for key app features aimed at enhancing financial literacy through collaborative financing tools and customizable budget estimation capabilities

SKILLS & INTERESTS

- **Skills:** Product Management; A/B Testing; E-commerce Marketing; JIRA, Shopify; Google Suite; Java; Python; C++; HTML/CSS/JS; MS Word/PowerPoint/Excel; Figma, UI/UX Design
- **Interests:** Travel (trying new foods), Global Sustainability, Personal Investment, Interior Design, Pickleball