

# Louis Ro

lro@usc.edu | (217) 979-7879 | linkedin.com/in/louisro | Los Angeles, CA

## EDUCATION

**University of Southern California** - Los Angeles, CA  
Bachelor of Arts, Communication  
Minor in Web Technologies and Applications  
Honors/Awards: Dean's List

August 2020–May 2023

## SKILLS & CERTIFICATIONS

**Skills and Languages:** Google Workspace, Microsoft Office, Adobe Creative Cloud, Problem Solving, Figma, HTML, CSS, Python, Korean

**Certifications:** Microsoft Excel 2021 Essential Training, International Baccalaureate Bilingual Diploma in Korean

## WORK EXPERIENCE

**Cover** - Los Angeles, CA

February 2022–Present

### Community Outreach Coordinator

- Conduct community outreach for an early-stage startup in healthcare sector; startup provides technical assistance for private-owned clinics to easily file insurance claims
- Compile research data on 200+ Los Angeles private clinics to leverage product marketing initiative
- Reached out to key investors with usage of a pitch deck designed on Figma and Google Sheets to successfully receive funding

**Shift SC** - Los Angeles, CA

January 2022–Present

### Graphic Designer

- Spearhead design system of an organization dedicated to human-centered, socially-responsible technology
- Create marketing material for USC's premiere Tech4Good symposium; organized for 300+ attendees and 10+ speakers
- Collaborate with cross-functional design and marketing team of 8 members over weekly meetings to brainstorm Shift's brand-identity; designed and shared files through Figma

**Product@SC** - Los Angeles, CA

January 2022–April 2022

### Intro to Product Management Member

- Analyzed case study on Uber and its performance in suburban neighborhoods, and worked on initiatives for how UberEats can be ranked higher amongst its competitors
- Managed a team of 5 in weekly PM workshops by administering cross-functional team communication and encouraging empathy among team members for idea sharing

**Phi Alpha Delta Pre-Law Fraternity** - Los Angeles, CA

December 2021–April 2022

### Merchandising Chair

- Fashioned 6+ community-wide apparel pieces using Figma and Adobe Illustrator, generating \$1000+ in profit
- Documented active records of earnings and supply of merchandise for 70+ members using Excel
- Worked with team of 4 for social media marketing strategies to further outreach to the USC student body

## LEADERSHIP & INVOLVEMENT

**New Member Event** - Los Angeles, CA

November 2022

### Project Manager

- Co-led teams of 5 to accommodate for 80+ attendees for a day filled with ice-breaker and bonding activities with a strict turnaround time of 1 week
- Facilitated meetings with project teams to work cross-functionally with membership and marketing teams to achieve efficient time management and effective communication
- Assigned tasks to 12 organization members such as resource costs and budget allocation to improve productivity by an average of 20%

**Alpha Phi Omega** - Los Angeles, CA

August 2021–Present

- Volunteered for local South LA elementary school focused on imparting education to 80+ underprivileged children; organized hands-on workshops in the Sciences and Arts
- Planned three successful fundraising events that raised over \$3000 to help fund food bank and supplies needed

## INTERESTS

**Interests:** Tech Products, Web Development, Social Media, Vlogging, Music Searching, Entertainment Industry, Metaverse, Fashion