Johanna Kim

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Education

Cornell University - Bowers College of Computing and Information Science **Ithaca, NY**

B.S. in Information Science, Concentrations in UX, Data Science - GPA: 3.83/4.0 *May 2028*

Activities and Societies: Women in Computing at Cornell (WICC), Cornell Society for Women in Business (SWIB), Korean Student Association E-Board Member (KSA), Girls Who Code, Amazon's Women of the World Member, EY Exploration, Grace Hopper Celebration of Women in Computing (GHC), Medium Design Collective

Experience

Business Analyst **October 2025 – Present**

Cornell Digital Tech & Innovation Project Team *Ithaca, NY*

- Analyzed engagement and outreach metrics to pinpoint drivers of a 20% participation lift and improve targeting
- Developed marketing strategy for CoursePlan turning student needs into launch messaging and adoption plan
- Built Excel KPI dashboards for 9+ teams tracking attendance, outreach response rates, and participation trends

Software Engineering Intern **June 2026 – August 2026**

John Hancock Financial (Manulife) *Boston, MA*

- Engineered a React/FastAPI search tool in Python, JS, HTML/CSS, cutting insurance data lookup time by 85%
- Developed 8 FastAPI endpoints to ingest CSV/XLSX files, flag gaps and duplicates, and automate Excel exports
- Deployed a Copilot Studio AI bot on SharePoint to flag inconsistencies through natural-language recon queries

Product Manager Intern **August 2025 – October 2025**

Uplifty AI *Remote*

- Defined 10+ features (referral onboarding, anonymous compliments, token hints) using user feedback and limits
- Translated product specs into sprint tasks with engineers and data scientists, ensuring MVP launch on time
- Analyzed 6 AI/social apps, recommending referral loops and gamified rewards that shaped the product roadmap

Humanities and Digital Intern **June 2025 – August 2025**

New-York Historical Society *New York City, NY*

- Supported the planning and execution of teen panels and showcases by coordinating speakers, events, and logistics
- Updated teen program website with projects, using HTML/CSS and GitHub Pages improving mobile accessibility
- Mentored high school students in HTML/CSS and web development while teaching podcasting and research skills

AI Product Design Intern **April 2025 – July 2025**

Product Manager Accelerator *Remote*

- Designed user flows/prototypes for AiDIY and ClientSignalEQ (onboarding, dashboards, coaching) with Figma
- Conducted user research and built personas from 20+ interviews to define MVP features and product priorities
- Collaborated with PMs and engineers in agile sprints, aligning UX with API integration and accessibility standards

Product Design Intern **June 2024 – August 2024**

Shades *Philadelphia, PA*

- Redesigned Top Stories and For You with 10+ wireframes and 3 prototypes, reducing navigation time by 25%
- Synthesized 20+ user interviews and metrics to propose social features, boosting engagement and retention 18%
- Ran 15+ usability tests on onboarding modules, iterating designs that doubled click-through rates on prototypes

Projects

Superstore Sales & Profitability Analysis | *Python, pandas, scikit learn, statsmodels, Matplotlib*

- Built linear/logistic regression models on 9,994 transactions to predict profitability and recommend discount caps

Adobe x Cornell DTI Consulting Project | *Product Marketing, Adobe Creative Cloud*

- Analyzed student workflows and contributed to a case study evaluating Adobe AI tools' impact on productivity, collaboration, and operational efficiency across campus teams, supporting stakeholder adoption decisions.

Client Signal EQ | *User Research, Figma, Prototyping*

- Designed an AI-powered emotional intelligence coaching tool for IT delivery teams, using user research insights

AIDIY | *User Research, Figma, Prototyping*

- Developed an AI-powered life skills app for kids (ages 8–16) using mission-based goal and chore tracking flows

Additional Information

Skills: Figma Make, Information Architecture, Design Systems, A/B Testing, Product Strategy, Excel, Tableau, Adobe Analytics, Snowflake, SQL, Python, R, JavaScript, Jira, Agile Methodologies, Qualtrics, SurveyMonkey, Miro

Interests: Tennis, Piano, Karaoke, MBTI, True Crime, Word Hunt, Korean Food, Roller Coasters, AI Ethics