Resume_ElviraLu

ELVIRA LU

Los Angeles, CA | (510) 631-4712 | ellu@usc.edu | elviralu.com | linkedin.com/in/elviralu

EDUCATION

University of Southern California

Expected Spring 2026

Bachelor of Science in Arts, Technology, and the Business of Innovation, lovine and Young Academy GPA: 3.98

Selected into a ~40-student cohort; built cross-functional fluency across CS, design, communication, and venture.

EXPERIENCE

Founder & Product Lead – Two Cents Club

Los Angeles, CA

A community driven digital platform that curates weekly, in person workshops for post-grads.

June 2025 - Present

- Defined Two Cents Club's mission and go-to-market strategy, translating research (interviews, market scans, beta feedback) into a 6-month roadmap; delivered 8+ sold-out events and NPS 56.
- Led a cross functional team of 2 engineers, 1 designer, and 1 ops by writing PRDs, defining app flows (onboarding, cohort selection, booking), and running weekly stand-ups, defining KPIs to build a platform MVP in 4 weeks.
- Grew community to 25+ paying members in 3 months (71% M2 retention, \$20 ARPU) by running price/messaging A/Bs and launching weekly sold-out workshops.

Product & Strategy Intern - Tandem

New York, NY

Series A AI health startup backed by Pear VC, General Catalyst, Thrive Cap, and Bain Ventures. January 2025 - June 2025

- Led design of a physician-facing task management tool by conducting UXR, authoring comprehensive PRDS, designing intuitive UI for doctor's offices, and partnering with eng/ops, feature reduced clinical back-and-forth 30%.
- Identified opportunity to automate 80% routine tasks through qualitative research on physician portal workflows, partnered with eng/design on implementing a new feature that eliminated 34% of tasks, and streamlined another 43%.
- Implemented support call automation by sourcing Al vendors, saving 80 hours a week and automated 70% of calls.

Strategy & Operations Intern - Ghost

Los Angeles, CA

Series C inventory trade marketplace, backed by L Catterton and Cathay Ventures.

June 2024 - December 2024

- Drove segmentation efforts by analyzing 400+ customer accounts, synthesizing 18K+ data points into 16 data visualizations and insights presented to the exec team, resulting in restructuring of 50% of the company into customer-profile pods.
- Onboarded 20 new hire engineers and sales associates by creating and facilitating 4 sessions of a 4-day long curriculum, shortening the average employee time to productivity (TTP) by 30%.
- Added 10% active platform sellers through original growth strategies.
- Crafted strategic partnership decks for leading brands such as Walmart, URBN, Snipes, and Wecre8, in \$16M in shipped GMV in one month.
- Developed pitch and board decks for Series C fundraising efforts with L Catterton, contributing to a \$40M Fundraise.

Product Manager – Lava Lab

Los Angeles, CA

February 2024-May 2024

USC's student-run, product incubator (top <2% of applicants)

- Set product vision & timeframe for 1 designer + 2 developers through full lifecycle (ideation, spec, development, release, user testing, analysis, iteration) to ship Pixel, an AI tool that streamlined designer-to-developer handoff.
- Established 3 design partners and conducted 20 user interviews, applying design-thinking to drive continuous improvements across sprints.
- Delivered a live pitch to 100+ VCs, founders, and students showcasing value props and next-step roadmap.

LEADERSHIP

President - Spark SC

Los Angeles, CA

A student organization growing USC's entrepreneurship environment.

January 2023 - May 2025

X

AWARDS

Girls Inc. National Scholar (\$25k, 2022); Google Labs Creative Makeathon Winner — Speculative Idea (2024).

SKILLS & INTERESTS

Product: PRDs, KPI trees, experiment design (A/B, smoke tests), Agile & Scrum Frameworks, Notion/Jira.

Technical (working proficiency): SQL, Python; can prototype front-end (HTML/CSS/JS).

Design: Figma (flows, UX Writing), rapid prototyping.

Interests: yoga, architecture sketching, cooking from scratch.

formatted/readable

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Experience

Two Cents Club

06/25 - Present

Founder & Product Lead

- Led discovery (interviews, market scans, ethnographic research) to build a 6-month roadmap and GTM strategy; delivered 10+ sold-out events and NPS 56.
- Translated insights into concept sketches, user flows, and a v1 MVP. Ran pricing and messaging A/Bs to reach 25+ paying members.
- Led a cross functional team of 2 engineers, 1 designer, and 1 ops by writing PRDs, defining app flows (onboarding, cohort selection, booking), and running weekly stand-ups, building a platform MVP in 4 weeks.
- Facilitated community sessions and feedback rituals that aligned stakeholders on positioning and next-step experiments.

Tandem

01/25 - 06/25

Product & Strategy Intern

- Conducted field/UX research with clinical staff; mapped workflows and synthesized patterns into JTBD-style problem frames for a physician task tool.
- Co-authored PRDs and low-fi/mid-fi prototypes by partnering with eng/ops to cut clinical back-and-forth ~30% and eliminate 34% of routine tasks while streamlining another 43%.
- Implemented support call automation by sourcing AI call vendors, saving 80 hours a week and automating 70% of calls.

Ghost

06/24 - 12/25

Strategy & Operations Intern

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Lava Lab

02/24 - 05/24

Product Manager

- Ran 20 user interviews and iterative tests to define "Pixel," an Al handoff tool; shipped v1 through full lifecycle and pitched to 100+ VCs/founders.
- Set product vision & timeframe for 1 designer + 2 developers through full lifecycle (ideation, spec, development, release, user testing, analysis, iteration) to ship Pixel, a tool that streamlined designer-to-developerd handoff.
- Converted insight clusters into user journeys, success metrics, and a lightweight experiment plan.

Spark SC

08/23 - 05/24 05/24 - 05/25

Committee Lead | President

- Coached 11 committee leads and 50+ students across 9 committees to create programming that reached 20,000+ students.
- Launched USC's largest Startup Career Fair (20 startups, 2,000 students)
- Facilitated blind, DEI-certified recruiting (6.6% admit; 100% accept).

Beez edits

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- Implemented automation of 70% of patient support calls by sourcing AI vendors and saving 80 in-person hours a week.

Lava Lab - Product Manager

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