# ELVIRA LU

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## EDUCATION

**University of Southern California**                                                                 Expected Spring 2026
**Bachelor of Science in Arts, Technology, and the Business of Innovation,** Iovine and Young Academy        GPA: 3.98
- Selected into a ~40-student cohort; built cross-functional fluency across CS, design, communication, and venture.

## EXPERIENCE

**Two Cents Club - Co-Founder & Product Lead**                                                         Los Angeles, CA
*A community driven digital platform that curates weekly, in person workshops for adults.*        June 2025 - Present
- Led a cross functional team of 2 engineers, 1 designer, and 1 ops to build a platform MVP in 4 weeks by writing PRDs, defining app flows (onboarding, cohort selection, booking), and running weekly stand-ups.
- 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.
- Shipped and iterated weekly workshops with tight feedback loops; 8+ sold-out events, NPS 56.

**Tandem - Product & Strategy Intern**                                                                New York, NY
*Series A health-tech startup backed by Pear VC, General Catalyst, Thrive Capital, and Bain Ventures.*    January - June 2025
- Led design of a physician-facing task management tool (reduced clinical back-and-forth 30%) by conducting UXR, authoring comprehensive PRDS, designing intuitive UI for doctor's offices, and partnering with eng/ops.
- Identified opportunity to automate 80% of routine tasks through qualitative research on physician portal workflows, partnered with eng/design on implementing a new feature in response.
- Drove implementation of an AI call solution modeled to automate 70% of patient support calls and saving 80 in-person hours a week by sourcing vendors

**Lava Lab — Product Manager**                                                                        Los Angeles, CA
*USC's student-run, product incubator (top <2% of applicants)*                                February 2024-May 2024
- Set product vision & timeframe and led a designer + two developers through full lifecycle (ideation, spec, development, release, user testing, analysis, iteration) to ship Pixel, a tool that streamlined designer-to-developerd 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.

**Ghost - Strategy & Operations Intern**                                                              Los Angeles, CA
*Series C inventory trade marketplace, backed by L Catterton and Cathay Ventures.*            June - December 2024
- Led 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%.
- Increased active platform sellers by 10% through innovative 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 decks and board decks for Series C fundraising efforts with L Catterton, leading to a $40M Fundraise.

## LEADERSHIP

**Spark SC - President**                                                                              Los Angeles, CA
*A society dedicated to making entrepreneurship accessible to people of all backgrounds.*     January 2023 - May 2025
- Led 50+ across 9 committees; programming reached 20,000+ students; launched USC's largest Startup Career Fair (20startups, 2,000 students); facilitated blind, DEI-certified recruiting (6.6% admit; 100% accept).

## 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.