

Mark Hou

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EDUCATION

University of Southern California - Jimmy Iovine & Andre Young Academy *Los Angeles, CA*
Bachelor of Science - Design, Technology, & the Business of Innovation *Expected Graduation: May 2028*
Awards: Dean's List (Fall 2025) *Cumulative GPA: 3.62*

San Diego State University - Fowler College of Business *San Diego, CA*
Bachelor of Science - Management Information Systems, Computer Science Minor *Attended: August 2023 – May 2025*
Awards: Dean's List (Fall 2023, Spring 2024, Fall 2024, Spring 2025) *Cumulative GPA: 3.73*

WORK EXPERIENCE

TimeLine - Founder, CEO *August 2025 – Present*
Los Angeles, CA

- Designing end-to-end user journeys, wireframes, interaction patterns, & iterative mid-fidelity UI prototypes in **Figma**.
- Conducting UX research with user interviews, usability testing, A/B testing, & persona iterations to validate design decisions.
- Developing product logo, brand guide, design assets, & social media brand identity in **Illustrator & Figma**.

Avenues Consulting Group - UX/UI Design Consultant (Client: Pantheon Research) *September 2025 – Present*
Los Angeles, CA

- Led UX/UI & marketing transformation; redesigned client's website, social media presence, & visual brand identity.
- Designed high-fidelity UI mockups, logo, & brand guide in **Figma**; streamlined web navigation, user flow, & platform interface.
- Collaborated cross-functionally with Tech & Strategy Consultants to align web design implementation & social media marketing.

DiLab (Digital Innovation Lab) - Lead Product Manager & UX/UI Designer (Horizon) *October 2024 – December 2024*
San Diego, CA

- Directed product & UX strategy for AI-driven digital transformation platform; led cross-functional team of full-stack developers.
- Designed end-to-end user flows, wireframes, & UI mockups in **Figma**; coordinated front & back-end development in parallel.
- Developed product & brand identity in **Illustrator**; designed logo & digital brand assets used in stakeholder product demos.

LEADERSHIP & ORGANIZATIONS

Delta Sigma Pi (Iota Pi Chapter) - Vice President of Professional Activities *April 2024 – December 2024*
San Diego, CA

- Led professional curriculum, workshops, company tours, & product pitch competitions alongside **22** executive board members.
- Designed & distributed professional newsletters, infographics, project logos & presentation decks using **Illustrator & Canva**.
- Created organization transformation program, *The Innovation Initiative & Vision*; optimized operations for **164** internal members.

Product Experience Lab (PXL) - Founding Member *February 2025 – May 2025*
San Diego, CA

- Designed logo with **Illustrator** & pitch deck with **Canva**; collaborated with executive board members to design brand guide.
- Organized executive board hierarchy, budget, marketing strategy, & established relations with other university organizations.

PROJECTS

Horizon (Digital Transformation & GenAI Product) - DiLab *September 2024 – February 2025*
San Diego, CA

Aimed to develop a context-intelligent, adaptive tool for assessing Digital Transformation Readiness in public & non-profit organizations, avoiding expensive external consulting services. The proposed platform, developed using **Python, Django, OpenAI API**, & deployed on **Azure**, will be a scalable, accessible solution. Led product strategy & design, utilizing **Figma & Illustrator** to design the product logo, user journey, & UI mockups.

The Innovation Initiative & Vision (TIIV) - Delta Sigma Pi *May 2024 – December 2024*
San Diego, CA

Identified organizational growth needs & conducted gap-analysis to implement a work-backwards strategy. Established the new professional development curriculum, focused on elevating professional resources & opportunities for internal members. Curriculum included workshops, speaker panels & company tours from Fortune 500 Companies (**Salesforce, Amazon, Cintas**), alongside career resources like resume & cover letter template, LinkedIn guide, internship tracker, & newsletters designed in **Illustrator & Canva**.

SKILLS & INTERESTS

Programming Languages: HTML (*Certified*), CSS (*Certified*), JavaScript, SQL, Java

Software Applications: Figma, Adobe Illustrator, Canva, Visual Studio Code

Languages: English (*Native & Fluent*), Mandarin Chinese (*Fluent*)