

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, Spring 2026)

Cumulative GPA: 3.78

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

December 2025 – Present

Los Angeles, CA

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

Avenues Consulting Group

Los Angeles, CA

Project Manager (Client: Cosasco)

January 2026 – April 2026

- Manages cross-functional team of Tech & Design Consultants to holistically redesign & edit the client's current website.
- Oversees & supports with auditing current site architecture; reformatting layout & navigation with high fidelity **Figma** mockups.
- Collaborates with Tech Consultants to implement UX/UI design & navigation changes into the client's website via **Webflow**.

UX/UI Design Consultant (Client: Pantheon Research)

September 2025 – December 2025

- 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

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

Fight On Founders (FoF) - Co-President

February 2026 – Present

Los Angeles, CA

- Spearheading growth strategy with establishing events & programming, through competitive analysis & gap analysis at USC.
- Structuring internal operations, establishing leadership team, marketing strategy, & external partnerships for the organization.
- Refining current branding through logo designs with **Illustrator**, social media graphics with **Figma**, & pitch decks with **Canva**.

VC Academy - VC Analyst, Startup Newsletter Analyst

October 2025 – December 2025

Los Angeles, CA

- Developed investment strategy through conducting due diligence; competitive analysis, market sizing, & financial projections.
- Sourced USC startups & analyzed industry trends; wrote newsletter's Startup Spotlight & shared with VC partners & network.

Product Experience Lab (PXL) - Founder

February 2025 – May 2025

San Diego, CA

- Established curriculum, event schedule, & professional offerings through competitive analysis & gap analysis at SDSU.
- Organized executive board hierarchy, budget, marketing strategy, & established relations with other university organizations.
- Designed logo with **Illustrator** & pitch deck with **Canva**; collaborated with executive board members to design brand guide.

SKILLS & INTERESTS

Programming Languages: HTML, CSS, JavaScript

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

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

Hobbies: Rock Climbing, Cooking, Thrifting