

Joanna Shan

408-839-0212 — joanna.r.shan@gmail.com — joannashan.com

Education

University of Pennsylvania

B.A. in Urban Studies,
concentration in Design,
Summa Cum Laude

Skills

- Scripting
- Interviewing
- Lighting
- Editing
- Archival research
- Motion graphics
- Data visualization
- Social media
- Brand design
- Mobile + web design

Software

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Suite
- Figma

Equipment

- Sony FX3, FX6

Experience

Video Producer | Washington Post Opinions

MAR 2025 - PRESENT • WASHINGTON, DC

- Produce, film, and edit videos for Post Opinions homepage and social channels.
- Created Post Opinions [highest ever performing video](#).

Video Producer | The White House

JULY 2024 - JAN 2025 • WASHINGTON, DC

- On 6-person video team creating content for all [@whitehouse](#) and [@potus](#) channels.
- Covered presidential events and filmed individually with the President. Pitched, scripted, shot, and edited explainer-style videos with administration officials.
- Interviewed guests invited to the White House, ranging from everyday people to foreign dignitaries.

Social Video Consultant | Rest of World

FEB 2024 - JULY 2024 • NEW YORK, NY

- Created 25 videos for [Rest of World](#), a nonprofit publication covering the impact of technology beyond the Western bubble. Developed video style guide.
- Scripted, animated, and edited videos end-to-end, featuring reporters or appearing on camera myself.

Video Intern | The White House

JUN 2023 - AUG 2023 • WASHINGTON, DC

- Pitched and designed evergreen format for a new [@whitehouse](#) series "[Elevator Pitch](#)". Edited the [most viewed @potus video of July 2023](#).

Design + Marketing Fellow | Pear VC

SEPT 2021 - AUG 2024 • REMOTE

- Only in-house designer for Pear. Designed branding materials—banners, name tags, slide decks—for series like speaker events, biotech and healthcare podcasts, and more.
- Wrote and published content, including email newsletters, technical blogposts, and founder spotlight series.
- Remotely produced and edited videos, interviewing founders for events like investor presentations and startup incubator demo days.

Co-Founder, COO | Monet

JUL 2020 - SEPT 2021 • SAN FRANCISCO, CA

- Founded the doodle-dating app [Monet](#). I led our fundraising, a \$500k pre-seed round from Pear VC, SHL Capital, and more. Over 500k matches and 800k drawings were made on Monet.
- Wore many hats, including marketing, operations, and content: I co-designed Version 1 of the app, created viral TikToks, and managed a team of college ambassadors. I ran ads, partnered with influencers, and wrote all of Monet's copy, in and outside of the app.
- Partnered with TikTok team to launch their Login with TikTok feature.