Philana Hin

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Education

University of Maryland, College Park | B.S. in Neuroscience

Aug 2023 - May 2027

Minor in Entrepreneurial Leadership | College Park Scholars (Global Public Health) | CMNS Dean's List

Experience

Kato Housing | Co-founder & CXO

Oct 2025 - Present

Shipped Kato, a UMD housing marketplace used by 20.5K+ students: built its brand and design system, wireframed and prototyped the MVP in Figma, then iterated on user flows and usability testing in Claude and Lovable to clarify in-app messaging. Grew organically to 1,400+ signups, generating 324 sublet inquiries and raising in-app sublet success from ~30% to 42% through the redesigned flow.

Notion | Campus Leader

Sep 2025 - Present

Founded Notion @ UMD and host events since 2025, including a Claude x Notion MCP collab drawing 150+ students, as 1 of 2 UMD students in Notion's global Campus Leader program (Cohort 4).

PediaMetrix | Product Design Intern

Jun 2025 - Present

Lead the design of SoftSpot®, a pediatric scanner, in Figma and Canva, building its design system from scratch and creating a reusable kit box and a 9-step manual, usability-tested through 5+ pediatrician and 20+ PT interviews. Designed the original SpotLight™ landing page in Firebase Studio and Lovable and produced 125+ posts and 3 animations, lifting engagement 200%+ in 3 weeks.

Startup Shell | Fellow & Director of Marketing

Mar 2025 - Present

Scaled views from 5.8K to 86K in one month (+1,388%) by designing 15+ Instagram carousels in Figma and Canva. Write Substack and LinkedIn posts and promote events and a fall '26 cohort (170 applicants, 41 accepted). Selected as 1 of 29 fellows from 200+.

Community

Notion @ UMD | Founder & Co-President

Sep 2025 - Present

Founded UMD's first official Notion club and co-lead its 5-person board, building its brand: managing the @notionumd Instagram and the Notion site.

CMNS Recruitment & Neuroscience Program | Student Ambassador

Feb 2025 - Present

Speak on 5+ admissions panels (100+ attendees each), lead TerrapinSTRONG events, and manage social media.

Grey Matters Journal | Senior Editor

Aug 2024 - Aug 2026

Led two published issues and directed a third, coordinating 20+ contributors and reviewers per semester.

Additional

Skills

Design: Wireframing, Prototyping, UX Research, Usability Testing, A/B Testing, Design Systems, Visual Design, Brand Identity, Motion Graphics

Tools: Figma, Claude, Lovable, Firebase Studio, Canva, Procreate, Notion, Asana

Recognition

1st Place, DC Startup & Tech Week '26 Pitch Competition; Pitch Dingman Competition winner (Fall '25), Best in Customer Discovery; Maryland Today and CTV News features