

JOANA CAMP

Lead Systems Architect & Technical Researcher

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Portfolio: joanaresearcher.github.io/HPT-Housing-Equity-Archive

EXECUTIVE SUMMARY

First-generation American and nontraditional scholar with nearly 30 years of lived experience as a HUD Housing Choice Voucher participant. I leverage an insider-expert perspective to design digital-first, human-centered systems that modernize federal housing processes for 2.3 million families. As a Systems Architect and Founder of The Living Lab, I lead multi-institutional research partnerships, architect federal grant pipelines, and build scalable sociotechnical solutions that reduce administrative burden and improve equity across public-sector programs.

CORE COMPETENCIES

- **Systems & Policy:** Systems Thinking, Federal Housing Policy, Regulatory Compliance, Gap Analysis, Knowledge Management, Grant Administration
- **Research & Data:** Qualitative & UX Research, Autoethnography, Needs Analysis, Relational Databases, Advanced Tableau, Salesforce & Zendesk CRM
- **Design & Accessibility:** Human-Centered Design, Universal Design, E-Learning (ADDIE, Articulate 360), Customer Journey Mapping
- **Strategic Operations:** Generative AI for L&D, Cross-Functional Leadership, Project Management, Bilingual Communications (English/Heritage Spanish)

RESEARCH & PROFESSIONAL EXPERIENCE

Community Organizing Fellow | National Low Income Housing Coalition (NLIHC)

Remote

August 2026 – Present

- Selected for the inaugural national cohort focused on building tenant power and advancing a national housing justice movement.
- Participating in intensive training and collaborative strategy development with advocates across 14 states to drive impactful, community-led housing initiatives.

Community Advisory Board Member | Hampton Roads Social & Environmental Justice Atlas

Remote

August 2026 – Present

- Selected for a regional initiative mapping the social and environmental impacts of inequality across Hampton Roads via spatial analysis, storytelling, and community engagement.
- Collaborating with researchers and organizations to ensure projects remain accessible, community-informed, and responsive to lived experiences.
- Advising on housing systems, administrative burden, and human-centered systems design within spatial and social justice research.

Lead Grant Writer & Data Architect | Institute of Coastal Adaptation & Research (ICAR), ODU

Remote

August 2026 – Present

- Architecting data workflows for climate-resilience grants, securing municipal and federal funding for equitable urban development and shoreline economic initiatives.
- Aligning complex environmental research data with federal funding priorities.

Lead Systems Architect & Technical Researcher | The Living Lab (CVRC Partnership)

Petersburg, VA (Hybrid)

August 2025 – Present

- **Methodological Leadership:** Launched a longitudinal autoethnographic study as participant-observer to map the HUD Housing Choice Voucher user journey.
- **Systems Infrastructure:** Applied process analysis and Six Sigma gap analyses of HUD policy versus local implementation to identify systemic operational bottlenecks.
- **Empirical Research Design:** Structured a technical framework to study caseworker data estimating a 30% pipeline error rate; designing workflow telemetry and form-diagnostic protocols to test instructional interventions pending institutional protocol approval.
- **Deliverable Engineering:** Engineered standardized Homeownership Roadmaps and bilingual, accessibility-centered training frameworks to mitigate cognitive load for multi-generational voucher holders.

Project-Based Intern | The College Board Teamship

Remote

July 2026 – August 2026

- **Collaborative Problem Solving:** Partnered with cross-functional peers to conduct stakeholder research, identify process bottlenecks, and design scalable, actionable solutions for a regional organization.
- **Human-Centered Design:** Applied rapid ideation, research methodologies, and instructional clarity to build practical project frameworks.
- **Executive Presentation:** Translated data-driven insights into a polished business proposal and co-delivered a live professional pitch to project stakeholders and program leadership.

International Virtual Research Intern | Universidad La Gran Colombia

Remote

May 2026 – August 2026

- Selected for a competitive international research program facilitated by the Old Dominion University Office of International Collaborations.

Knowledge Management Consultant Micro-Internship | TLC NextGen Consulting

Remote

June 2026 – June 2026

- Selected for a competitive Virginia Micro-Internship to modernize digital asset management and organizational knowledge structures for a SWaM-certified consulting firm.
- Applied systems thinking and knowledge management best practices to optimize digital workflows.

Operations Specialist | UZURV - The Adaptive TNC

Richmond, VA

June 2025 – May 2026

- Managed high-volume Salesforce CRM databases with 100% accuracy to ensure equitable service delivery for priority populations.
- Provided high-level customer service and troubleshooting for adaptive transportation network users.

EDUCATION

Old Dominion University

Degree: Bachelor of Science

Major: Occupational & Technical Studies – Training Specialist

Minors: Psychology & English (Technical Writing)

Academic Metrics: GPA: 3.97 | Conferral: Spring 2027 | Senior Residency: Fall 2026

Brightpoint Community College

Degree: Associate of Applied Science (A.A.S.) – Information Technology

Honors: Magna Cum Laude | Dean's List (All Semesters)

CERTIFICATIONS & FEDERAL COMPLIANCE

- **Systems, Design, & Data:** Deque Systems: Digital Accessibility | Advanced Tableau Desktop, Salesforce Essential Training, Relational Databases | Agile User Experience Design & Research, Using AI for UX Design & Research, Customer Experience: Journey Mapping | Six Sigma Foundations, Generative AI in Learning and Development
- **Professional & Technical Credentials:** Teamship Certificate of Completion - The College Board (Aug 2026) | Zendesk Customer Service Professional Certificate (Sep 2025) | Customer Success Foundations Professional Certificate - ChurnZero (Oct 2025)
- **Federal Research Compliance (CITI Program - Valid through May 2029/2030):** Social and Behavioral Responsible Conduct of Research | Research Study Design (RSD) | Research Security Training | Essentials of Grant Proposal Development | Conflicts of Interest | Health Information Privacy and Security (HIPS) | Export Controls

(An additional 60+ professional development certifications in conflict resolution, communications, and instructional design are available via LinkedIn).

FEDERAL & NATIONAL GRANT PIPELINES

- **Enterprise Community Partners:** Leading the \$2M National Roadmap strategy for the Housing Affordability Breakthrough Challenge.
- **Virginia Housing Grant:** Serving as Lead Grant Writer and Data Architect to scale a \$5,000 pilot into a \$250,000 implementation grant for the digital redesign of Federal RFTA packets.

RECOGNITION & PROFESSIONAL AFFILIATIONS

- **Awards & Honors:** 2026 ALPFA National Scholarship | 2026 - Laura & Peter Griffin Scholarship in Education (Old Dominion University) | 2026 Institutional Service Impact Award (Old Dominion University Monarch Milestones) | 2026 Jeannette Rankin Scholar Award | 2026 - NLHA Education Fund Scholarship
- **Affiliations:** American Planning Association (APA): Student Member | Society of Hispanic Professional Engineers (SHPE): Undergraduate Member | Association of Latino Professionals For America (ALPFA): Student Member | Tau Sigma National Honor Society: Lifetime Member | The Mom Project: Community Member

RESEARCH & CIVIC MISSION

Committed to leveraging federal research, grant infrastructure, and systems engineering to redesign inequitable housing systems and advance scalable, high-impact reform across the United States.