

DUONG NGUYEN

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EDUCATION

University of Pennsylvania — The Wharton School August 2015 - May 2019 (expected)

Bachelor of Science in Economics (cumulative GPA: 3.75 / 4.00).

Concentrating in Business Analytics and Marketing & Minor in Computer Science.

United Nations International School of Hanoi March 2006 - May 2015

International Baccalaureate Diploma (IB) & High School Diploma.

WORK EXPERIENCE

Siftery June 2017 - August 2017

Growth Intern

San Francisco

- Created and implemented SEO strategies, leading to an increase of 102,000 ranks on Siftery's domain.
- Designed and developed Product Graveyard (productgraveyard.com) as one of the SEO and traffic tactics, resulting in an additional 180,000 page views for Siftery that month.
- Received 1,800+ upvotes on Product Hunt with Product Graveyard and it became the #1 product of the day, gaining 135,000+ page views, and 34,000+ unique visitors within the first 48 hours.

Fireflies.ai January 2017 - March 2017

Business Development Intern

San Francisco

- Interviewed 32 users and identified the need for a visual interface where users can interact with their tasks.
- Led the front-end development of the onboarding flow and spearheaded the first version of the kanban board.

StudyTree December 2015 - June 2016

Front End Contractor

Philadelphia

- Overhauled the user interface and built the front-end of the website that supports over 25,000 students.
- Researched a new branding guide that seamlessly integrates into the current design of the mobile app.

ACTIVITIES

Huskie September 2017 - Present

Founder

Philadelphia

- Prototyped, developed and launched Huskie (huskieapp.com) on Penn's campus in September 2017.
- Acquired 500+ users in total and 80+ daily active users on Penn's campus (currently still in soft launch mode).

Muse Penn Marketing December 2015 - Present

Vice President of the Promotion and Web Committee

Philadelphia

- Organize and lead weekly meetings with a team of 15 designers and web developers.
- Engaged in 10+ web development and online marketing projects for startups and small businesses in Philadelphia.
- Awarded the Platinum Chapter of the Year from the American Marketing Association (AMA) in 2016 and 2017.

Weisslabs Startup Incubator August 2015 - May 2016

Founding Member of the Marketing Committee

Philadelphia

- Coordinated a team of 3 designers to create the incubator's logo, fliers, banners, stickers, and website.
- Launched marketing campaigns that reached out to more than 100 startups in Philadelphia.

SKILLS AND INTERESTS

Programming languages Swift, Java, JavaScript, HTML, CSS, and R.

Design Skills Sketch App, Photoshop, Principle, and Illustrator.