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Education

2009-Present. Stanford University, Stanford, California. Current GPA: 3.845
BS in Symbolic Systems expected June 2013. (*Symbolic Systems is an interdisciplinary major encompassing Computer Science, Psychology, Economics, Linguistics, Philosophy*)

2004-2009. Buckingham Browne & Nichols, Cambridge, Massachusetts
High School Diploma, 2009. 4 year honors.

Relevant Coursework

Computer Science: Programming Methodology (Java, C++), Programming Abstractions, Introductory Algorithmic Analysis, Introductory Machine Learning (to be completed by 06/01/11)
Economics & Math: Microeconomics (including constrained and unconstrained multivariate optimization), Macroeconomics, Differential and Integral Calculus, Multivariable Calculus & Linear Algebra, Statistics, Probability Theory & Combinatory Analysis.

Relevant Experience

2010-Present. **Consultant**. Stanford Consulting, Stanford, California
-One of seventeen selected from a pool of 144 Stanford undergrad & grad students. Training with consultants & alumni from McKinsey, Deloitte, APT.
-Part of an ongoing 4-person case team hired by NYSE-listed cloud computing company to investigate go-to-market strategy for software-as-a-service platform. Worked with VP of Prod Dev to address difficulties of transitioning from selling SaaS applications to selling the platform that creates them.

2010. **Business & Marketing Summer Internship**. Artlog.com. New York, New York.
- Developed and edited company investor deck. Led development of new marketing and sponsorship materials used for partnerships with brands such as AMEX and DePaz Liquors.

2007-2009. **Co-proprietor**. Half-Way Crooks LLC. Newton, Massachusetts.
-Launched and co-owned premium retail boutique, selling sneakers and designer 'streetwear' apparel. -Ran all facets of business, from conceiving business plan; developing business relations with over 30 vendors (including Adidas, Reebok, New Balance); designing store layout; managing student intern employees; created marketing strategy that included targeted facebook ads, blogs, sales flyers, 'street team'.
-Store was featured in *Boston Magazine's Best of Boston* show on ABC affiliate; *The Boston Globe*; *Boston Magazine*; *Improper Bostonian*; dozens of city, town, and school newspapers.
-Recognized as one of the best new stores of 2008 in *Boston Globe*'s annual 'Best of the New' issue.

2006-2008. **Founding member**. Youth Microcredit International, Newton, MA.
-Founding member and coordinator for my school; personally sold over $1200 of merchandise to benefit organization. Initiated concept of selling indigenous goods, created by loan

beneficiaries.

Other Interests: Writing (Nominee for Boothe Prize, analytical writing award for Stanford freshmen), Studio Art (slides available upon request), Fashion, Running, Film Studies, International travel (3.5 years of high school Mandarin, one year of university Spanish).

IGN Application Questions

QUESTION 1) How many pennies could you put on the Golden Gate Bridge without any of them overlapping? For this question, please write out each step in your thought process.

First I want to define my assumptions and the scope of the questions; then I will walkthrough a decomposed solution. Because I'm a cheeky thinker (and consequently an excellent debugger), when trying to understand the scope of a limited problem, I try to consider ways I can exploit the unintended semantics of the question to my advantage . For instance, what is meant by 'on' the Golden Gate Bridge is presumably on the paved *deck* of the bridge, but it doesn't specify, so perhaps I can put additional pennies on the suspension system, the towers, etc. I will take 'on the Golden Gate Bridge' as meaning on either the 1) Deck, 2) Tower, 3) Suspension cables of the GGB. The question also doesn't specify if I'm allowed auxiliary equipment like tape, etc. I will assume I cannot (but I would have asked If I could, should I have been able to ask my questioner). I will assume the pennies 'overlapping' to mean the faces of the pennies are touching.

Next, I will define my constants in metric units. Borrowing liberally from yahoo answers and www.goldengatebridge.org, I will define my constants as follows:

Dimensions of Penny:

1.27 millimeters for the thickness.
19 Millimeters in diameter.

Deck portion

Width of Bridge: 27 m

Length of suspension span including main span and side spans: 1,966 m

Tower portion

The Golden Gate Bridge has two main towers that support the two main cables.

Height of tower above water: 227 m

Height of tower above roadway: 152 m

Tower base dimension (each leg): 10 x 16 m

Cable portion

The Golden Gate Bridge has two main cables which pass over the tops of the two main towers and are secured at either end in giant anchorages.

The main cables rest on top of the 746-foot [227m] main towers in huge steel castings called saddles.

Diameter of one main cable including the exterior wrapping: = .92 m

Length of one main cable: 2,332 m

With all my assumptions and measurements set, I'll start to strategize and compute given my decomp strategy.

1) How many pennies can I fit on the deck?

2) How many pennies can I fit on the two towers?

3) How many pennies can I balance on the cables?

1) I could lay the pennies face-down on the deck, but clearly, the best way to put pennies on flat surfaces is with their faces perpendicular to the ground.

If I line the ridges of the pennies perpendicularly to the length of the bridge, I can fit (27,000/19) [width of penny*width of bridge] *(1,966,000/1.27) [thickness of penny*length of bridge] number of pennies. This number is 2.19983423x10^9. (Note, lining them parallel to the length of the bridge is the mathematic equivalent.)

2) On top of the towers, I will optimize penny placement the same as along the deck, as it is seems the best way for any flat surface, rectangular. So, I can fit 2(10,0000/1.72 * 16,0000/.92) pennies on top of the towers, which equals 202,224,469 pennies on top of the towers.

Per my assumptions, I will assume I cannot place pennies taped along the height of the towers. This is a handy assumption for me, as I have am also studying for finals intermittently while filling out this application .

3) How many pennies can I balance on these cables? Hmm.. As I'm assuming I can't use tape, I will assume the cable has only one flat surface 2,332,000 MM long (I imagine the flat surface as the maximum of a concave function, aka an upside-down bowl). I'm also going to assume that I can pack them so tight that their tension keeps them in place—because, hey, this is such an anomalous question, I might as well take advantage of miracles of natural physics—so I'm going to actually put them down ridge-wise just like a flat surface. If I do that, I can fit 2*(2,332,000*.92) pennies on the two cables, which equals 4 290 880 pennies.

So, I add up my total pennies from the deck, tower, and suspensions, and get 2.19983423x10^9+2(10,0000/1.72 * 16,0000/.92)+ 4 290 880 pennies. Which equals **6.60257x10^9 number of pennies**, which is approximately a shit-ton of pennies.

QUESTION 2) Found using LCM of 12 and 16

480x 270

960x 540

1460x 610

QUESTION 4)

I'm a Stanford undergraduate studying Symbolic Systems (an interdisciplinary major encompassing CS, Psych, Econ) who thinks IGN and the codefoo academy is super, SUPER neat. On top of my CS and academic skills, I have an unusual set of experiences in running my own retail store in high school, working for an arts internet media company, and working as a student consultant for Stanford Consulting. But, what I don't have and what I really want is the web dev chops to tie all my skills together. I've been looking for a program like codefoo, and I think codefoo has been looking for a candidate like me.

As a business and marketing intern for an arts media website (artlog.com), I primarily helped identify the company's competitive market position, as well as designed and wrote the company's core investor slides and sponsorship information (used for angel-funders and sponsor partners such as AMEX, respectively), which emphasized the company's new positioning around the collect platform. Even though the company was small, it was exciting being in a member of a new media business team, in a time where the model for internet media is so unshaped. Having tracked ign since I was reading reviews of Metal Gear Solid 2, I know it'd be awesome to be a team member of a truly evolving, vanguard company that's figuring out this uncharted media landscape.

As a consultant for Stanford Consulting, I've had relevant experience working in the context of a big company in a nascent industry. In conjunction with the VP of product development for our NYSE-listed cloud computing client, myself and four fellow Stanford Consultants developed a broad market understanding of the highly inscrutable and fledgling platform-as-a-Service market, as well as a user-level understanding of their BPM product and its demographic. Our multi-part deliverable included a corporate presentation on the PaaS landscape, and culminates this Wednesday with our actionable marketing and implementation recommendations.

As well, besides working as a consultant for SC, I've earned further user design experience having owned my own retail business. In creating a retail business (named as one of the best new stores of 2008 in Boston Globe Magazine's annual 'Best of the New issue'), I managed relationships with 30+ brands, including Adidas and Reebok, and developed extensive marketing efforts through print media, targeted facebook ads, and incentivized 'street-teams' On top of these marketing endeavors whereby I honed my understanding of consumer positioning and perception, alongside my partner and cofounder, (my younger sister, Stanford '14) I also designed and created the 'retail environment' of our award-winning store. Given our shoestring budget, the design—as well as the most of the construction and build out—were'on us'.

Furthermore, I am an excellent research writer (my compulsory freshman year research paper was a nominee as one of the top ~30 in the class of 1500+); have academic background in Java, C++, linear algebra/MVC, CS statistics & basic machine learning, and have a decent art sense (I'd be happy to show you my studio art work from high school or this year).

While I've worked for an arts media company and a trendsetting tech company; while I have design experience, creativity, and art skills; while I have CS classes under my belt, I haven't quite put it together. I think IGN would be the perfect culmination of my experiences thus far, and would give me the chops I'm looking for.

Best,

Andrew Adams '13
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