

# Alexander Dejeu

iOS and Product Developer

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# Do Good Technology

Solve day to day real life problems and improve the quality of life for all one app at a time. We keep our users in mind throughout the development process to deliver first class applications that meet your needs

I **founded** Do Good Technology because at a young age I recognized that I always wanted to ‘do good’ and help people

It **started small** just helping neighbors, family, and friends

But once I learned some computer science I recognized that I could **impact the world** from my bedroom with only a laptop!

Since then I have developed a few assistive technology applications that directly serve individuals in my community and were adopted by **hundreds** of other users **across the nation**



# Doctor Watson

*Quick chat with doctors from around the world - receive professional feedback instantly*

## Why

We live in a world where we want information instantly. However, there was nothing that enables me to instantly receive professional advice about potential medical concerns.

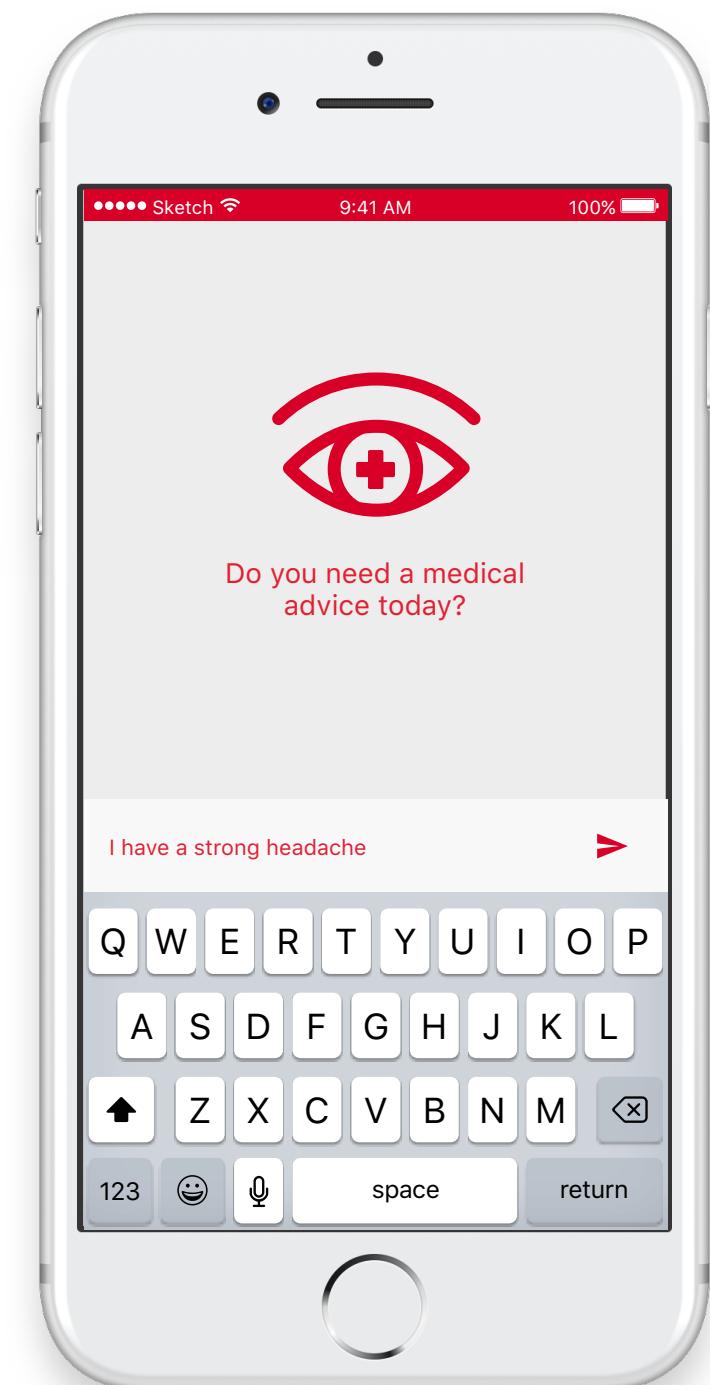
## What we learned

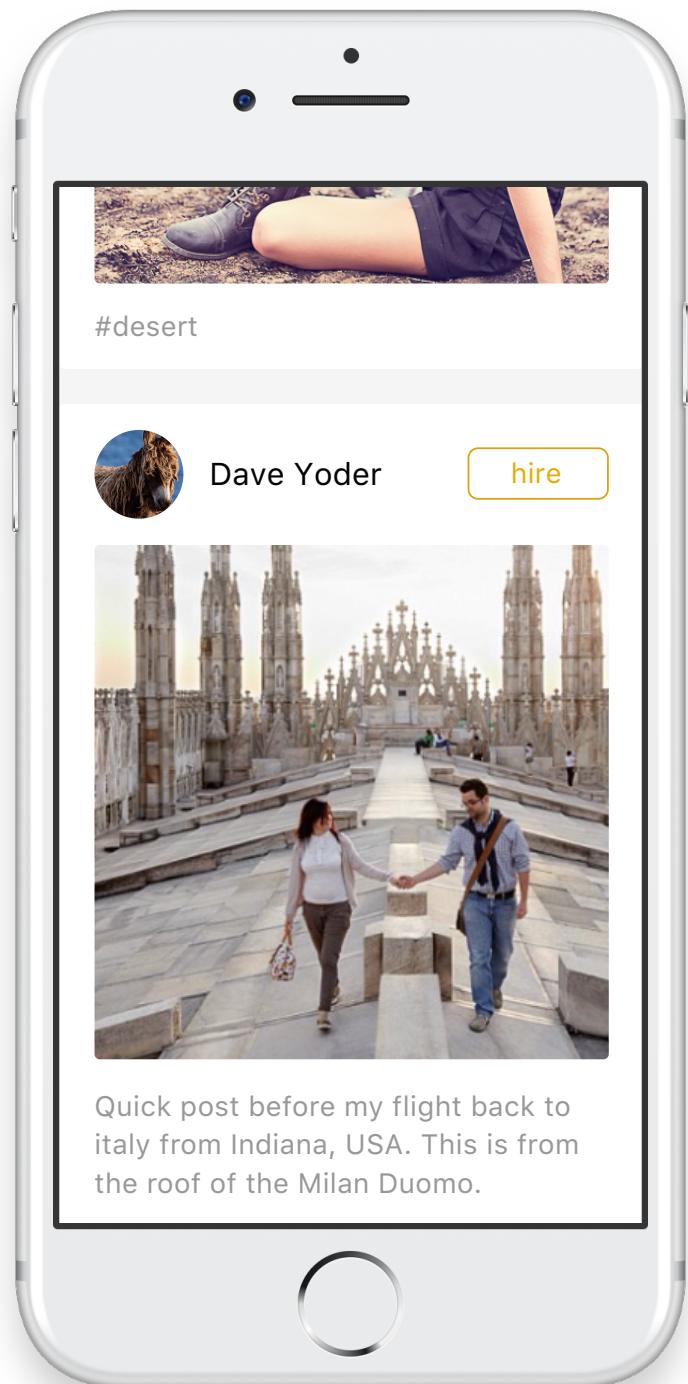
This was my first project that would utilize resources outside of the United States  
Natural Language Processing and IBM Watson AI

Great experience building a very simple product that solves a vast problem

## Achievements

Won most polished at Hack BCA III  
Top 5 for Global Venture Hunt





*Global professional photography marketplace*

### Why

There was a market gap for both people looking for transparent, simple, and convenient professional photography and photographers looking to maximize their hours.

### What I learned

It is ok if later validation disproves some of your earlier assumptions and you have to stop the product. During our beta - photographers loved the product, but general users did not see the fit. So we made the tough decision and stopped the project.

### Achievements

Launched in Ukraine and did beta testing with a small group of photographers



# Travel Chest

*Submit a budget, choose a package, book and enjoy!*

## Why

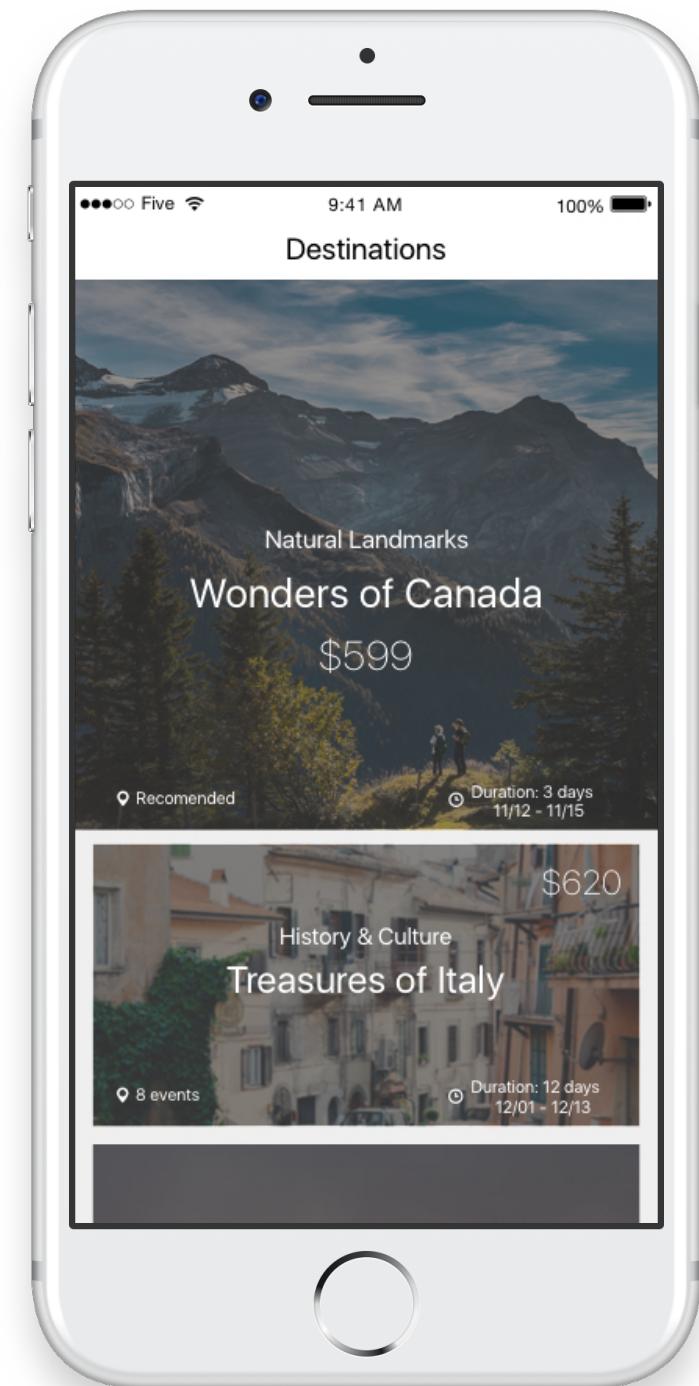
I built this app out because I love to travel, but unfortunately travel can be very expensive. Then in order to find the cheapest flights and packages I spend many hours on several sites. I wanted to simplify the process.

## Take Aways

When building this product we went for a full MVP as our first deliverable which resulted in a difficult crunch of combining everything. Learned the value of scoping smaller point releases.

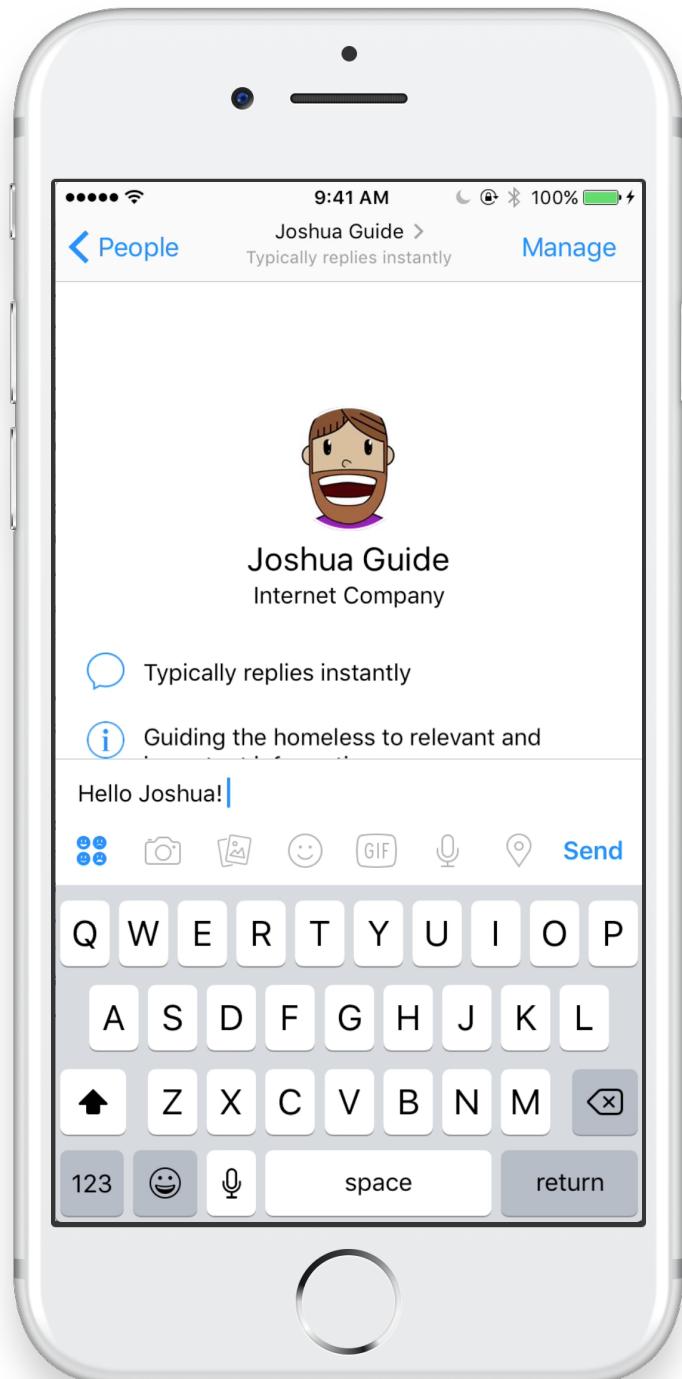
## Achievements

Best mobile app at the world's largest collegiate hackathon.





# Joshua Guide



Messenger app for the homeless

## Why

Homelessness is a problem that is often said impossible to help with technology. Yet, it was a problem I was passionate about so I investigated further, validated my assumptions, and created an impactful product.

## What I learned

The importance of understanding your target audience and user base - what are their needs?  
How can you bring value?

## Achievements

Worked with organizations in the Bay Area to help navigate the homeless to daily necessities  
- food, shelter, and technology.



# Professional LaVie

iOS app for career achievements

## Why

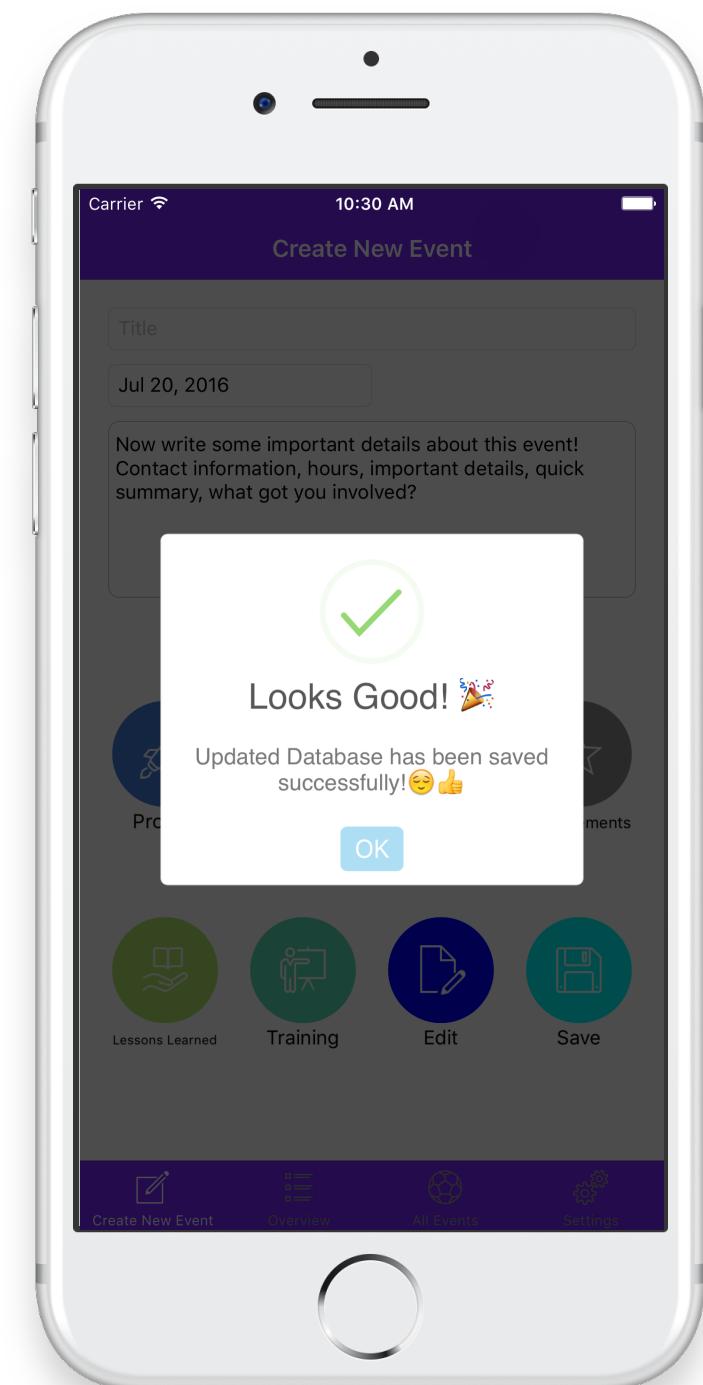
Improve the annual review process.  
Unfortunately, millions of dollars are lost a year  
in productivity because of annual reviews - I  
improved this process

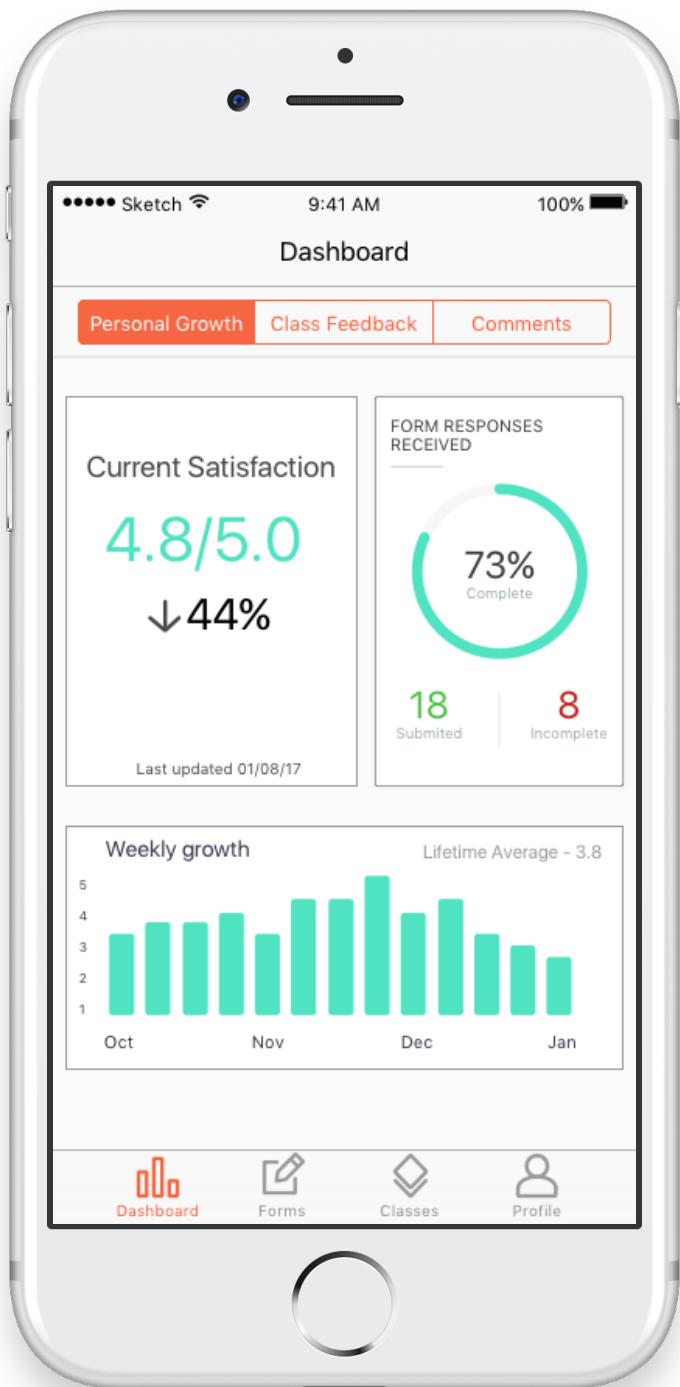
## What I learned

I did several pricing strategy experiments and  
used the data to determine the best user flow  
and pricing for profit.

## Achievements

Created a great tool for career success -  
customizable reminders, quickly add / review,  
and export achievements!





# Feedback.me



*Web & iOS app revolutionizing feedback*

## Why

My partner and I wanted to improve education and business by encouraging growth mindset, crowdsourcing feedback, and providing at a glance 10,000 foot overviews.

## What I learned

The barrier to entry in the educational or business environments are much higher than general consumer applications or products.

## Achievements

Launched web and mobile versions of the app.  
Iterated many times through user interviews and feedback.



POWERED BY  |  Windows

I love hackathons! (24 - 36 hour coding competitions)

I have participated at 9, won 5, and been a mentor, judge, teacher at 9 others



## Best Use of Google App Engine & Neura at TreeHacks

Stanford University - Feb 2017



## Best Use of Clarifai API at DeveloperWeek

Nation's largest challenge driven hackathon 800+hackers  
San Francisco - Feb 2017



## Best Mobile Hack at Cal Hacks 3.0

The Biggest Collegiate Hackathon in the World  
University of California Berkeley - Nov 2016



## Best Social/Civic Hack at PennApps

University of Pennsylvania - Sep 2016



## Most Polished Hack at Hack BCA III

Bergen County Academies - Apr 2016



@alexdejeu

7000+ views

1200+ full reads

200+ recommends

writes for 2 publications

# From “What is a Markov Model” to “Here is how Markov Models Work”

Broke down an advanced topic into a fun, memorable, and emoji filled lesson

One fish **two** fish **red** fish **blue** fish

Very popular - recently translated to Russian

# Product Development—The Tools To Build a Successful Product

The first part of my larger blog series on agile product development

Hundreds read the article and many more reached out to express gratitude

**Build a Successful Product**

Alex Dejeu's Blog