

TUAN DAO

An enthusiastic game-maker and analyst

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🌐 <https://tuandao.me>

EXPERIENCE

Design and Analytics Lead

Blidz

📅 08/2017 - Present 📍 Helsinki, Finland

Blidz fuses together elements of mobile gaming and social circles with traditional mobile e-commerce to create a unique shopping experience.

- Worked with frontend to design the whole app's UI/UX as well as other graphic materials for marketing, homepage and social media.
- Planned and designed the in-app economy (coin-pack pricing, deal pricing formula, product ranking algorithm, special deal condition, etc.).
- Built internal dashboard for automated tracking and visualization of 100s of KPIs, using MongoDB and Exploratory.

Data Analyst

Biddl

📅 06/2015 - 08/2017 📍 Helsinki, Finland

Biddl provides a unique mobile shopping experience, combining it with a fast-paced and thrilling auction gameplay.

- Built the internal proprietary dashboard with Keen.io and Google Charts API for automated tracking and visualization of 100s of KPIs.
- Helped developing Biddl from a very early stage startup to a fast-growing company with more than 80K users.
- Performed ad-hoc analyses to assist company's daily operations.
- Participated in 3 different roles in the company: marketing (AdWords, FB Ads, MailChimp), support (Zendesk, Play Store) and general operation tasks.

EDUCATION

Master of Science, Finance

Aalto University, School of Business

📅 09/2014 - 09/2016 📍 Helsinki, Finland

GPA

3.74 / 5

Game Design & Production minor

Aalto University, School of Art and Design

📅 09/2015 - 05/2016 📍 Espoo, Finland

GPA

4 / 5

TECHNOLOGIES

Tools

Unity

Excel

Affinity Apps

Adobe CC

Sketch

Exploratory

Programming

Javascript

C#

HTML/CSS

SKILLS

Data analysis & number crunching



Game Design



Teamwork



Clash Royale



LANGUAGES

English

Proficient



Finnish

Beginner



Vietnamese

Native

