

# ANGELO RAMOS

User-centric and results-driven.  
Passionate about building and scaling tech products that make real-world impact.

## INFO



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## EDUCATION

### Stanford University

B.S. in Computer Science, 2021  
GPA: 4.11

## SKILLS

Mobile App Development  
Customer Acquisition Strategy  
App Store Optimization (ASO)  
Search Engine Optimization (SEO)  
Social Media Marketing  
App Analytics Platforms  
Google Office Suite  
Market Research & Analysis  
User Interviews & Testing  
User Experience Development  
User Interface Design  
Product Launch Strategy  
Project Management

## SOFTWARE

Java, C/C++, Swift + Xcode, JavaScript



## EXPERIENCE

### Palmsonntag Inc.

2015 - Current

*Founder*

- Founded mobile app development company and headed product development & customer acquisition for 6 apps on App Store
- Surpassed 215k total downloads, 400k+ projected by end of 2018
- Conducts market research and user interviews, designs UI mockups and UX wireframes based on key customer needs
- Hired and directs team of software developers, composes work plans and technical specs for developer team to follow

### SATFlash / ACTFlash

*iOS SAT/ACT Applications*

- Enhanced ASO techniques which boosted apps to the top 5 for SAT/ACT on App Store, leading to over 175,000 total downloads
- Introduced freemium revenue model by launching a micro-transaction system that boosted monthly revenue by 200%
- Integrated unique user feedback model that improved app ratings by 40% and increased feedback receipt rate by 110%
- Spearheads development cycle of 2 innovative app features that will be first of their kind in SAT/ACT mobile app market

### Uplift

*iOS Positive News Application*

- Launched social media marketing campaign that amassed over 6,000 followers on Instagram and boosted customer engagement
- Developed search optimization strategy using keyword research, app analytics tools, and A/B testing that led to a top 2 ranking for positive news apps and over 25,000 total downloads

### Strive

*iOS Habit Tracker Application*

- Consolidated data from multiple data analytics platforms to gauge competitor products and find optimal go-to-market strategy
- Researched and analyzed trends in the health mobile app market



## ACTIVITIES

### Asia-Pacific Student Entrepreneurship Society

*Member of Bootcamp - Startup Incubator*

- Collaborated with team to develop a platform that connects Alzheimer's caregivers with real-time advice from care professionals
- Interviewed end users & healthcare industry experts to understand key problem areas, competitor solutions, and market gaps
- Awarded as first place company by panel of top venture capitalists and 1 of 6 companies selected for Stanford Social-E Incubator

### Stanford Social Entrepreneurial Students' Association

*Pre-Professional Team Member*

- Facilitates partnerships with companies in social entrepreneurship space to create meaningful internship experiences for undergrads