

# Ashton Wong

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## EDUCATION

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Master of Technology Management   University of California, Santa Barbara	2026
B.S. Computer Science   University of California, Santa Barbara	2025

## EXPERIENCE

### Product Intern - PLL App

Premier Lacrosse League | Remote | May 2025 – Present

- Served as a key technical liaison, translating user feedback and product requirements into detailed user stories to accelerate the delivery of new features and enhance user experience.
- Managed in-app activations and live features to drive fan engagement during game weeks, while also working cross-functionally with the Content Team to ensure league alignment
- Planned and executed themed engagement campaigns to promote interaction and boost activity, including a 19% increase in retention YoY
- Owned QA testing for new fan-facing features, leveraging technical knowledge

### Product Developer (Capstone Project)

Mysten Labs | Santa Barbara, CA | Sep 2024 – Mar 2025

- Architected a proof-of-concept decentralized messaging application on the Sui blockchain to solve for the critical personal and business need of secure, censorship-resistant communication.
- Engineered a symmetric key, end-to-end encryption model to guarantee data integrity and user privacy, demonstrating the ability to design and implement complex, secure technology solutions.
- Pitched product vision to industry judges at UCSB's CS Summit, applying previously built user stories with key marketing principles to communicate the application's value proposition to industry professionals
- Collaborated with 5 team members under mentorship from industry professionals in Agile fashion, ensuring consistent progress and alignment with project goals

### Intern

AssistPro | Remote | Jun 2023 – Aug 2023

- Increased data processing for file transfer by 4X by cleaning, restructuring, and automating CRM data
- Constructed email campaign and re-engagement workflow automation in Hubspot

### Data and Business Analyst Intern

MarTech | Austin, TX | Jun 2021 – Jan 2023

- Met client needs at a startup marketing operations company utilizing Hubspot, Salesforce, and other necessary technical skills to produce solutions and resolve data problems
- Conducted competitive analysis for a client, identifying and analyzing 9 major competitors, and providing suggestions for future client action
- Developed presentation and communication skills in a fast-paced business environment through meetings with multiple clients on a weekly basis

## LEADERSHIP AND ACTIVITIES

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Treasurer | UCSB Men's Lacrosse | 2021 - 2025

- Managed a six-figure budget for a 40+ member, three-time conference championship team.

Founder & Leader | UCSB Fellowship of Christian Athletes | 2022 - 2025

- Co-founded the UCSB chapter and organized all core activities, from meetings to community outreach events.

## SKILLS

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Tools and Languages: Python, Javascript, C++, SQL, React, Hubspot, Salesforce, Figma

Technical Concepts: Agile Methodologies, User Research, Product Lifecycle, Machine Learning, Generative AI

Professional & Consultative: Client Communication, Technical Solution Design, Cross-Functional Collaboration