

# BRYAN TONG

STUDENT / DESIGNER / SWE

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Dear Yelp Team,

Countless times, Yelp has helped me out and streamlined my life. Every Tuesday last semester, my girlfriend and I would get out of our Discrete Math discussion, starving and impatiently craving dinner. Every time, I relied on Yelp's Eat24 feature to scout a place fulfilling our food craving, ordered ahead of time, and enjoyed the nice meal the moment we arrived. As a student in Berkeley, a diverse and busy city, it's easy to get lost in the plethora of restaurants and cafes - or even endless startup food-related apps. Yelp targets exactly what I need as a starving student and delivers it in a streamlined yet versatile interface.

Aside from being such a hungry student at UC Berkeley, I study Cognitive Science with a minor in Computer Science. I am passionate about UI, UX, and HCI, though I am interested in all things related to software and engineering. Yelp's powerful, intuitive web and mobile experiences match exactly what I strive for in my personal projects, club, and professional endeavors.

Because of this, I'd love to contribute to Yelp as a Summer 2017 intern. I believe my skillset is a great fit for the Yelp Team. I am an experienced UI/UX designer and artist, even receiving an award from a US Congresswoman for a digital painting. As a student at the University of California, Berkeley, I have undertaken numerous computer science classes focused on data structures, machine structures, efficient algorithms, and object-oriented programming. From these classes, I gained strong knowledge in Python, Java, SQL, and computer science theory relating to prediction algorithms, search models, and efficient design. Simultaneously, I am a member of Virtual Reality at Berkeley, a research club focused on realistic and applied VR/AR technologies. For the club, I have completed numerous projects regarding both user experience and backend code for in-house VR mobile apps. Most notably, I have:

- Developed educational video games as an independent contractor to the Maryland school district in multiple small teams, made from scratch in Unity with C#.
- Developed and published a 2D mobile fighting game and website, even nominated for *Indie Video Game of the Year* by Technical.ly Baltimore: <http://sunsetbrawlers.com/>
- Worked on Augmented Reality Textbooks for my club, VR@Berkeley. I implemented autofocus code, UI interactions, and animations with Vuforia SDK and Unity.

Thank you for your time, and I eagerly hope for the chance to interview with Yelp. If you are curious about my projects or my overall background, feel free to visit <http://btong.me> or contact me at [btong@berkeley.edu](mailto:btong@berkeley.edu).

Sincerely,  
Bryan Tong