Danny Eiden

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Permanent Address

355 Carriage Way Deerfield, IL 60015 Campus Address 2257 Ridge Ave Apartment 1B Evanston, IL 60201

Education

Northwestern University, Evanston IL

Graduation Anticipated in Jun 2015

Bachelor of Science in Computer Engineering (GPA: 3.99/4.0)

Relevant Courses: Data Structures & Algorithms, Human Computer Interaction - UX, and Intro to AI

Languages and Frameworks

- Proficient: Objective-C, Javascript, HTML, CSS, C++, MASM32, Foundation, Parse, and Mixpanel
- Familiar: PHP, SQL, C#, webGL, MATLAB, Node.js, Express, Ruby on Rails, and Bootstrap

Experience

NUvention Web: Divit

January 2014 - Present

Developer, Designer, Product Manager

- Created a startup business dedicated to helping roommates split expenses through an app called Divit
- Developed and designed Divit for iOS, Android, and Web helping roughly 200 users divide their costs
- Utilized Objective-C, HTML, CSS, Javascript, Node.js, Express, Parse, Mixpanel, Heroku, and GitHub
- Formed a business plan for Divit following Steve Blank's Customer Development model
- Wrote, designed, and presented a pitch for 24 investors

Discover Financial Services

June 2014 - September 2014

New Products and Innovation Product Management Intern

- Provided recommendations on strategy, naming, and pricing for a new card-linked discount product
- Developed a strategy to leverage Discover's data assets and tap into a 200 billion dollar market
- Created presentations for VPs and Directors recommending new strategies and explaining new products

Alcatel Lucent

June 2013 - August 2013

Intern under Lizette Velazquez

- Created web app for tracking previously undocumented projects using PHP and MySQL
- Mapped VLAN connections of a complex network using Microsoft Visio
- Won an intern robotics competition by programming a small Arduino robot to complete various tasks
- Managed multiple interns to create a blog post summarizing the intern robotics competition

Neuroscience and Robotics Lab

March 2013 - June 2013

Lab assistant under Nelson Rosa

- Augmented OptiTrack and OpenCV source code to calibrate cameras to track an autonomous robot
- Enhanced robot by wiring in LED lights for tracking

Northwestern Comprehensive Transplant Center

June 2012 - September 2012

Intern under Jason Wertheim, MD

- Assisted in research of liver synthesis via seeding cells into decellularized livers
- Suggested new method for the quantification of protein binding
- Obtained and analyzed data from experiments including DNA, RNA, and protein quantification
- Created logo for lab website and assisted in website design

Maddak Inc

September 2011 - December 2011

Engineering Design and Communications Course

- Designed and produced a device to help people remove compression stockings
- Organized a team in the design, production, and formal presentation of the device, "The Handy Hook"

Honors

- Dean Scholar at Northwestern University
- Design Award for Engineering Design Communication product