

FELIX NGUYEN

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EDUCATION

University of Wisconsin-Madison

MBA Marketing Research with Business Analytics minor *GPA: 3.9*

Madison, WI
Sep 2017 - May 2019

Foreign Trade University

BS Economics *GPA: Distinction*

Vietnam
Sep 2011 - Dec 2014

EXPERIENCE

American Family Insurance

Innovation Strategy & Design MBA Intern

Madison, WI
May 2018 | Aug 2018

- Carried out customer empathy interviews and market research surveys & experiments to validate business opportunities and generate new product concepts.
- Created 5 innovation opportunity reports on AI, Blockchain, Cybersecurity... using synthesized insights from secondary data research, competitive intelligence, and social listening.
- Performed usability testing for a blockchain-based parametric insurance product using UserTesting.com and A/B testing for various design alternatives.

FE Credit

Leadership Program - Product Management

Vietnam
Dec 2015 | Jul 2017

- Led the development of the first financial chatbot in Vietnam through integration with Facebook API, got 100.000 monthly users, reduced communication cost and created new lead generation channel. Awarded Mobile Marketing Association Gold Prize for the project.
- In charge of requirements collection and analysis, vendor selection, user acceptance testing, and reporting & monitoring, for various Customer Services IT projects.
- Created a centralized SQL database of customer data for Customer 360 Portal, pulling data from various systems and databases for faster queries, to improve Customer Services response time.
- Acted as Product Manager for Digital Wallet project, created data models, conducted user research and A/B testing, created user stories, wireframe, documentation, and introduced new features. Product got spun off into a subsidiary in Dec 2017.

Cultural Images

Web Developer/E-commerce Executive

Vietnam
Aug 2015 | Dec 2015

- Developed the website and e-commerce platform; achieved daily traffic of 5,000 and boosted sales by 20% over 2 months.
- Established and maintained company's presence in large B2B platforms (Alibaba, EC2, etc.); increased awareness of the brand and secured five new contracts via those platforms.
- Managed Facebook and Instagram channels, ran and monitored ad campaigns on these platforms.

TGV Coffee Ltd.

Co-Owner

Vietnam
Aug 2014 | Jul 2015

- Managed the website and social media accounts, as well as promotion campaigns and customer satisfaction surveys.
- Coordinated with travel agencies to create events about local coffee culture, promoted sustainable, fair-trade coffee concept.

SKILLS

Programming Languages:	SQL, R, Python, JavaScript
Software & Services:	SPSS, Visio, Excel, JIRA, AWS, Tableau, Power BI, Google Analytics
Business:	SCRUM/Agile, Product Management, A/B Testing, UX Design
Business (cont):	Market Research, Storytelling, Data Analysis, Modeling

RELEVANT COURSES

Human-Computer Interaction, Marketing Analytics, Marketing Research, Stat Analysis of Psych Experiments, New Product Development, Qualitative Marketing Insights, Machine Learning.

AWARDS

Mobile Marketing Association SMARTIES Gold Prize

For FE Credit's Financial Chatbot project (info: goo.gl/QWvXfX)

Nov 2017