

Hai Phan

(347) 758-1676 | haiphan2471@gmail.com | mywebsite.com

Work Experiences

Data Visualization Intern | *Technology Honor Program, DePauw University*

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- Liaised with 7 school stakeholders to elicit business requirements and to translate 1,600 alumni demographics & donations' data into 24-page KPIs report and dashboards, supporting exec-level decision-making
- Promoted Tableau adoption at work by hosting 2 all-level Tableau contests with a 50% increase in entrants and 4 cross-department user training workshops with a 30% increase in self-service analysis usage
- Facilitated 1:1 mentorship on Tableau and data literacy, increasing efficiency by 40% over 6 months, measured by 39 mentees and 18 projects

Technical Support Intern | *Information Services Office, DePauw University*

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- Developed a 200-page Standard Operating Procedures (SOP) for technical supports with a cross-functional team of 10 staff, reducing 20% in user-reported issues
- Mediated between customers and IT teams by analyzing customers' requirements & feedback to inform software and bug fixes, achieving a 95% satisfaction rate
- Designed and implemented user training protocols for 3 product launches, facilitating smooth adoption for 2,500+ end-users.
- Utilized business process modeling, 2-week sprints, ~30 daily support tickets, and daily standup meetings

Projects & Leadership

Analysis of User Experiences and Feature Prioritization of Apple Inc. Product

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- Constructed Python web scrapping to retrieve a database of 10,300+ user reviews for Apple Inc.' Vision Pro product posted from 3 social media platforms
- Conducted quantitative analysis and sentiment analysis to recognize 24 most-discussed product features and user reviews' emotional tones
- Generated a list of 16 major user pain points & satisfaction from data insights, hence offering metric-driven feature prioritizations suggestions for subsequent Vision Pro products

Tech Competition's Organizers

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- Spearheaded a team of 14 organizers and partners to execute the college's most impactful pitch competition, boosting tech exposure and participation by 300% to 120+ participants
- Streamlined project development cycle by 17% (from 6 to 5 weeks) by addressing bottlenecks within the technical infrastructure, using feedback loops from senior supervisors
- Conducted market research with a 28-respondent survey, 4 potential participants interviews, 2 idea pitches to validate feasibility study, thus prompting the competition's planning

Event Coordinator & Public Relations Director | *Women in Computer Science Org., DePauw University*

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- Spearheaded a cross-functional team of 8 members for 3 key project launches (Hackathons, Technical Interview Preps, Workshop Series) for 70+ female students
- Boosted acquisition metrics (3.3X new member acquisition, 2.7X online organic followers, 0.4X newsletters subscription) and engagement metrics (2X event attendance, 1.8X online post's shares)
- Standardized frameworks for succeeding projects, reducing future organizational tasks by 40% and improving alignment with identified use cases

Education – Certifications – Skills

Degree: B.A. in Computer Science at DePauw University, Greencastle, IN

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Coursework: Database and Filesystem, Artificial Intelligence, Econometrics, Social Media Analysis, Algorithms

Certifications: PMI® for A Complete Guide of Becoming a Product Manager course, IIBA® for Getting Started as a Business Analyst course, Product School's PSC™ (Product Strategy micro-Certification)

Skills: [Proficiency] Python, Java, Tableau, MS Office - [Intermediate] Figma, Android Studio, R, Rstudio, HTML, CSS, JavaScript