HOANG C. TO

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EDUCATION

University of California, Berkeley, Haas School of Business   **May 2023**
Master of Business Administration
- Product Management and Strategy concentration; Graduate Certificate in Business Analytics
- Extended Reality Club (VP of Industry Relations), 2021 Cal Hacks Unity Workshop Co-Instructor, Haas Tech Club
- **Notable Project**: Improving programmatic ads performance dashboard for a DSP/SSP company
- **Selected electives:** Intro to AI (Python), Computer Graphics (C++), Data Structures and Algorithms (Python), SQL Programming, Game Design & Development (Unity C#), Marketing Analytics (Python), Pricing, Corporate Finance

University of Southern California, Marshall School of Business   **May 2017**
Bachelor of Science, Business Administration, Mathematics minor

EXPERIENCE

Amazon.com, Inc.   **2022**
Senior Product Manager Technical Intern, Alexa Experiences & Devices   Sunnyvale, CA
- Investigated and refined BRD in collaboration with designers, engineers, and cross functional teams across Alexa, locking in hardware and software features of an Alexa device with $xxx million projected annual sale
  - Debated tradeoffs and finalized an industrial design update to enhance CX; adding $x.xx per unit to profit
  - Scoped workstreams to fit in a new NLP model for Alexa that improves User Perceived Latency by 50%+
  - Evaluated CX and use cases trade-off of a "hero" feature's implementation with engineering partner
- Analyzed launch scenarios and finalized a display feature OTA (over-the-air) release that would be the least "spammy" UX through the most effective channel; impacting 150K+ users

Rimble Inc., *Computer Vision eSports Analytics Startup*   **2021 - 2022**
Product Manager – Twitch Extension   Berkeley, CA
- Created a vision roadmap and backlog for a Twitch extension to capture stream feeds and engage with viewers in real time, working with two engineers and one UX designer
- Conducted usability testing from 15+ Twitch streamers on UX/UI experience and Twitch chat engagement, identifying 5+ KPIs through Twitch Developer API and resulting in 50%+ increase in engagement for streamers
- Collaborated with designer on UX/UI revamp of extension tool in Figma from low fidelity to launch, incorporating new moderators and game selection features based on streamers' feedback

The Apartment, *2D single-player, horror game* - https://bit.ly/the_apartment   **2022**
Programmer, Game Design, Writer (Team of 5)
- Developed a 2D platformer game in C# through Unity3D in collaboration with other programmers and artists; featured on Berkeley Game Design club's website
- Designed and implemented 20 characters and objects' movement & interactions, five characters' dialogues using YarnSpinner, quest systems and sound effects

KPMG LLP - Economic & Valuation Services,   **2017 - 2021**
Senior Associate (2019-2021); *Associate* (2017-2019)   Los Angeles, CA
Data Analytics & Financial Analysis
- Designed weekly Tableau dashboard to present valuation analysis of 300+ legal entities to Management of a global entertainment conglomerate
- Cleaned, analyzed, and built pricing regression model of 1MM+ car fleet in R iterating over various parameters replacing previous workflow in Excel, improving efficiency by more than 2x
Product Development & Management
- Partnered with three technical resources to collect feedback from internal users to improve UX/UI, process, and data flows of an internal valuation tool
- Conducted testing and rolling out implementation of valuation tool regionally and nationally

ADDITIONAL

- **Technical/ Tools:** Unity C#, Python, HTML/CSS, SQL, R, Adobe Creative Suite, Figma, Tableau, Unity3D
- Fluent in Vietnamese, expert two-hour Pho chef, avid swimmer, cyberpunk reader