

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

- Developed a 2D platformer game in C# through Unity3D in collaboration with other programmers and artists
- Designed and implemented 20 characters and objects’ movement & interactions, quest systems and sound

KPMG LLP - Economic & Valuation Services,

2017 - 2021

***Senior Associate* (2019-2021); *Associate* (2017-2019)**

Los Angeles, CA

Data Analytics & Financial Analysis

- Built valuation models under various method including the discounted cash flow, guideline public company, and transaction methods with built-in scenarios and sensitivity 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