

Paco Wong

Current Address

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Permanent Address

Flat 3A, Claymore Garden,
3 Lok Fung Path, Sha Tin,
Hong Kong

Education

Indiana University, Bloomington, IN

May 2021

Kelley School of Business

GPA: 3.98/4.00

Bachelor of Science in Business: Marketing and Technology Management

School of Informatics, Computing, and Engineering

Bachelor of Science in Informatics: Informatics

Honors and Achievements: Kelley School of Business Honors Program, EY C204/5 Case Competition 2nd Place (200 teams total), GT-IDEA Case Competition 1st Place (12 teams total), IU Deloitte Case Competition 2nd Place (32 teams total), PwC Challenge Case Competition 1st Place (30 teams total), Lilly Deloitte Data Challenge Case Competition 1st Place (160 teams total), MSIS 3+1 Case Competition Top 5 Finalist (90 teams total)

Experience

Indiana University User Experience Office, Bloomington, IN

January 2018 – Present

User Experience Engineer

- Wrote four in-depth Design System Research reports related to user experience, benefiting and informing decisions for the design and development of Indiana University's web design frameworks.
- Conducted over 10 usability testing sessions for different tools to understand user behaviors, better informing the design decisions of current and future tools at Indiana University.
- Prototype a student portal in collaboration with designers and engineers to organize important student data in one webpage, which was recognized to move forward to development.
- Develop a new iOS and a progressive web app for Indiana University by collaborating with user experience designers and data scientists using extensive APIs and integrations with enterprise systems, leading to a better mobile experience for students.

The Computer in Business, Bloomington, IN

January 2018 – Present

Teaching Assistant (August 2018 – Present), Peer Tutor (January 2018 – August 2018)

- Collaborate with professors to assist over 120 students in order to increase their skills in Microsoft Access and Excel.
- Supported over 500 students with their assignments and graded projects in over 20 extra help and office hour sessions.
- Demonstrated commitment, teaching skills, and technical skills, resulting in being selected as one of five new Teaching Assistants.

People Impact Consulting Asia Ltd., Hong Kong

May 2018 – August 2018

Franchise Marketing Officer

- Planned the events, logistics, and promotion of a 4-day summit held in Phuket, Thailand, inviting customers, staff members, and franchisees to attend the event, leading to a turnout of over 40 people coming from different countries.
- Updated company's brand identity which were launched on three local publications and buses, increasing brand awareness.
- Proofread multiple versions of a 300-page prospectus during the initial public offering process of company, catching crucial numerical and grammatical errors, resulting in a smoother IPO process.

Activities

TEDxIndianaUniversity, Bloomington, IN

February 2018 – Present

Head of Graphic Design (November 2018 – Present), Graphic Intern (February 2018 – November 2018)

- Fostered a collaborative culture within the Production team and increased communication between departments, resulting in improved workflow in creating promotional materials.
- Create graphics and animations for the Fall 2018 conference as well as posters for Marketing team to promote brand awareness on campus, attracting over 1000 students attending the conference.

Code At IU, Bloomington, IN

September 2017 – Present

President (January 2019 – Present), Executive Board Member (January 2018 – January 2019)

- Cultivated a fun environment for members in club meetings and communications, resulting in over 400% in member engagement.
- Introduce iOS app development through workshops and discussions, increasing their app development interest.
- Collaborate with other executive board members to modify the format of club meetings and led a rebranding effort to attract more active members, resulting in a growth of 35 members.

Skills and Interests

- **Languages:** Bilingual in Chinese and English
- **Applications:** Skilled in Adobe Creative Cloud, Microsoft Excel, Access, Google Firebase, HTML, CSS, Swift, Python, and SQL