

# Paco Wong

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## EDUCATION

**Indiana University**, Bloomington, IN  
B.S., Dual Degree in Business and Informatics  
Majors: Marketing, Technology Management, Informatics

May 2021  
GPA: 3.98/4.00

## SKILLS AND TOOLS

**Web and Database:** HTML, CSS, Google Firebase, Microsoft Access, Excel

**Other Tools:** Swift, Python, React, Xcode, Adobe Creative Cloud

**Languages:** Chinese and English

## EXPERIENCE

**Indiana University User Experience Office**  
User Experience Engineer

Bloomington, IN  
January 2018 – Present

Developed a Progressive Web Application using React and conducted surveys and usability tests, leading to a better understanding of students' behaviors.

Collaborate with data scientists and user experience designers to create new apps for Indiana University using Figma, Adobe Illustrator, and Xcode, resulting in over 90 registered beta testers.

Pitched an iOS app prototype designed and programmed by myself to the office, generating interest to continue the project.

**The Computer in Business**  
Teaching Assistant

Bloomington, IN  
August 2018 – Present

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.**  
Franchise Marketing Officer

Hong Kong  
May 2018 – August 2018

Updated company's identity with new designs which were launched on local publications and buses, increasing brand awareness.

Planned details and created souvenirs for summit Phuket, leading to turnout of over 40 people attending from different countries.

## ACTIVITIES

**TEDxIndianaUniversity**  
Head of Graphic Design

Bloomington, IN  
February 2018 – Present

Fostered a collaborative culture within the Production team and increased communication between departments, resulting in improved workflow in creating promotional materials.

Created graphics and animations for the 2018 conference as well as posters for the Marketing team to promote brand awareness on campus, attracting over 1000 students attending the conference.

**Code At IU**  
President

Bloomington, IN  
January 2018 – Present

Cultivated a fun environment for members in club meetings and communications, resulting in over 400% in member engagement.

Introduced Xcode and Swift to members through workshops, increasing their interest in app development and programming.

Collaborated with other board members for a rebranding effort to attract more members, resulting in a growth of 35 members.

## ACHIEVEMENTS

GT-IDEA Case Competition	First Place	EY C204/5 Case Competition	Second Place
PwC Challenge Case Competition	First Place	IU Deloitte Case Competition	Second Place
Lilly Deloitte Data Challenge Case Competition	First Place	MSIS 3+1 Case Competition	Top 5 Finalist