Paco Wong

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EDUCATION

Indiana University, Bloomington, IN — May 2021
B.S., Dual Degree in Business and Informatics — GPA: 3.97/4.00
Majors: Marketing, Technology Management, Informatics

SKILLS AND TOOLS

Design: Adobe Illustrator, Photoshop, InDesign, Figma

Programming: HTML, CSS, Python, iOS Development (Xcode and Swift)

Languages: Chinese and English

DESIGN EXPERIENCE

Indiana University User Experience Office — Bloomington, IN
User Experience Engineer — January 2018 – Present

Release beta versions of the application regularly, resulting in over 90 registered beta testers.

Collaborate with data scientists and user experience designers to create new apps for Indiana University using Figma, Adobe Illustrator, and Xcode, leading to a better mobile experience for students.

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

People Impact Consulting Asia Ltd. — Hong Kong
Franchise Marketing Officer — 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.

TEDxIndianaUniversity — Bloomington, IN
Head of Graphic Design — 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.

LEADERSHIP EXPERIENCE

The Computer in Business — Bloomington, IN
Teaching Assistant — 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.

Code At IU — Bloomington, IN
President — 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 executive board members to lead a rebranding effort to attract more active members, resulting in a growth of 35 members.

ACHIEVEMENTS

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