

# Pak Long Paco Wong

## EDUCATION

**Indiana University**, B.S. in Business & Informatics

Bloomington, IN | Expected May 2021

Dual Degree in Marketing and Informatics, GPA 3.97/4.00

Direct Admit to Kelley School of Business

Admitted into the Kelley School of Business Honors Program

## EXPERIENCE & ACTIVITIES

### Indiana University User Experience Office

Hourly User Experience Engineer

Bloomington, IN | January 2018 – Present

Create a new iOS app for Indiana University by collaborating with user experience designers and data scientists using extensive APIs and integrations with enterprise systems.

Designed and programmed a prototype that was demonstrated to the User Experience Office and successfully generated interest to continue the project.

### People Impact International Inc.

Franchise Marketing Officer

Hong Kong | January 2018 – Present

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.

Designed brand-new advertisements which was launched on three local publications and multiple buses, leading to an increased brand awareness.

### TEDxIndiana University

Productions Intern

Bloomington, IN | February 2018 – Present

Collaborated with interns to hold a join TEDx Salon Event with Civic Leadership Development, resulting in a turnout of over 35 students.

Created graphics and media for the Marketing team at TEDx to promote the Salon Events.

Selected as one of 15 interns to prepare marketing materials and the stage design for the annual Fall event.

### Code At IU

Executive Board Member

Bloomington, IN | January 2018 – Present

Introduce Xcode and Swift for iOS app development to group members through workshops and group discussions, increasing their interest in app development and programming.

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.

## CONTACT

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## SKILLS

### Applications

Adobe Illustrator, InDesign,  
Photoshop, Lightroom, XD

Xcode & Interface Builder

Final Cut Pro X

Figma

### Development

HTML/CSS

Python

Swift

### Languages

Chinese

Mandarin

### Other Hobbies

Photography

Videography

Graphics Design