

Paco Wong

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Evolve, Unit 1-1429-C,
Bloomington, IN 47408

Education

Indiana University, Bloomington, IN
B.S., Dual Degree in Marketing and Informatics
Direct Admit to the Kelley School of Business

May 2021
GPA: 3.97/4.00

Experience

Indiana University User Experience Office
User Experience Engineer

Bloomington, IN
January 2018 – Present

Released a beta of the app to students, resulting in 60+ testers and a growth of 200% in active users over the past 30 days.

Used Swift and Xcode a new iOS app for IU in collaboration with data scientists and user experience designers, leading to a better mobile experience for students.

Designed and programmed a prototype of the app and pitched it 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 90+ students in order to increase their skills in Microsoft Access and Excel

Supported over 200 students with their assignments and graded projects in over 15 extra help and office hour sessions.

One of five new Teaching Assistants due to the excellent demonstration of commitment, teaching skills, and technical skills.

People Impact Consulting Asia Ltd.

Franchise Marketing Officer

Hong Kong
May 2018 – August 2018

Planned the details of a summit held in Phuket, leading to a turnout of 40+ people from different countries.

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

Proofread versions of a prospectus during the IPO process, catching crucial errors, resulting in a smoother IPO process.

Activities

TEDxIndianaUniversity

Graphics Designer

Indiana University
February 2018 – Present

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

Collaborated with other members to hold a TEDx Salon Event, leading in a turnout of 35+ students.

Code At IU

Executive Board Member

Indiana University
January 2018 – Present

Introduced Xcode and Swift to members through workshops and group discussions, 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.

Honors and Achievements

Kelley School of Business Honors Program
Indiana University Hutton Honors College
Indiana University Founders Scholar

Lilly Deloitte Data Challenge Case Competition Top Place
MSIS 3+1 Case Competition Top 5 Finalist

Skills

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

Other Tools: Swift, Python, XML, JSON, Xcode, Adobe Creative Cloud

Languages: Chinese and English