PHU DANG

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Summary

Commercial real estate professional with expertise in financial modeling, data-driven analytics, and visual communication. Possesses a strong background in real estate finance, market analysis, urban planning, artificial intelligence, and advanced property visualization techniques. Produces thoughtful, creative work with strong attention to detail and ability to drive team success. Recognized for dedication, collaboration, and a strong work ethic in fast-paced, learning-driven environments.

Experience

NAIOP SAN DIEGO — Commercial Real Estate Development Association   San Diego, CA
University Challenge Participant (UC San Diego Team)   Jan 2025 - Present

UC SAN DIEGO, Department of Urban Studies & Planning   La Jolla, CA
Undergraduate Instructional Assistant   Jan 2025 - Present

- Assisted Susan Peerson, FAICP (professor, landscape architect, & former Planning Commissioner) in teaching a studio-style course on urban, infill mixed-use development and site analysis.
- Guided students through project vision and design, zoning, use regulations, and SketchUp modeling to assess development feasibility and placemaking strategies.
- Led SketchUp tutorials, helping students develop buildable building footprints, massing studies, and vignette-renderings for context-sensitive design.
- Helped manage class logistics, including site visit and guest lectures, helped students engage with planning frameworks like the Uptown Community Plan and Hillcrest Focused Plan Amendment.

RTI Bridge Loans — Private Capital Lender   Los Angeles, CA
Commercial Real Estate Finance Intern   Aug 2024 – Nov 2024

Worked with senior managers to underwrite lending deals for income properties, specializing in business-purpose refinance, purchase, and cash-out transactions with urgent closing windows.

- Drafted deal summaries to streamline underwriting for loan committee in pipeline meetings.
- Assessed value of collateral properties with research, sale comparables, and income approaches.
- Analyzed rent rolls, lease structures, and borrowers to evaluate cash flow stability and competency in achieving interest and exit dollars.
- Analyzed layers of debt in blended scenarios to assess priorities, returns, and safety margins.
- Point analyst on **62 deals** totaling **$135MM+**, with 48% commercial, 45% single-family residential, and 7% development—**closed $4.3MM in funded capital across 3 deals**.
- Direct mentee to the President, Robert Abbasi, receiving personalized advice and hands-on guidance in deal negotiations, property underwriting, capital structuring, and investor calls.

COUNTY OF SAN DIEGO — Planning & Development Services   San Diego, CA
Code Compliance & Data Services Student Worker   Sep 2024 – Dec 2024

- Provided customer service to property owners, guiding them through zoning regulations, permits, and land use compliance via in-person, phone, and email consultations.
- Managed complaint intake and administrative tasks, collaborating with code enforcement officers and planners to address property violations and resolve compliance issues.
- Utilized Nearmap imagery, ArcGIS, and customer outreach to measure property conditions, ADU building, site grading, noise levels, and structural modifications against regulatory requirements.

UC SAN DIEGO, Department of Urban Studies & Planning   La Jolla, CA
Affordable Housing and Data Science Research Assistant   Sep 2023 – Jun 2024

- Analyzed affordable housing policy incentives (public improvements, tax credits) and cost factors.
- Developed a custom algorithm to parse CoStar data for non-commercial research applications.
- Conducted statistical inference on **5,000+** LIHTC projects to extract key factors in fund allocation.
- Reached out to developers to assess market feasibility, provided research team with direct insights on multifamily development outlook, pertinent to timing, permitting, site contexts, and labor costs.

BIOKIND ANALYTICS at UC San Diego — Healthcare Non-profit & Student Organization   La Jolla, CA
President & Lead Student Data Scientist   Sep 2022 – Dec 2024

- Led problem-solving in teams to develop bespoke, data-driven solutions for clients, from exploratory analysis to AI-driven predictive models.

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- Designed and implemented data workflows—subject to individual project needs—leveraging REST APIs, cloud data management, and parallel computing to enhance computational efficiency.
- Delivered insights on clients' patient programs, donor initiatives, and investment decisions across **$140MM+** in financial data for San Diego's leading healthcare research funders.
- Ensured project teams deliver actionable results through dashboards, web apps, and presentations, maintaining a perfect record of client testimonials and satisfaction.
- Managed organizational leadership, budget, marketing, outreach, public relations, and recruiting.
- Collaborated with San Diego healthcare non-profits to explore data science applications for improving operations, efficiency, impact, outreach, donor retention, and return on investment.
- Supervised and participated in student data science projects, ensuring high-quality deliverables that align with client expectations and provide real-world experience.

UC SAN DIEGO, Jacobs School of Engineering   La Jolla, CA
Data Science Trainee (Niema Lab)   Sep 2022 – Oct 2023
- Developed an interactive app to visualize Covid-19 time-series data with variant segmentation.
- Engineered a bespoke data-smoothing algorithm that selectively reads data upon user requests, reducing runtime by **97%** (5s to sub-0.1s) using caching, memoization, and efficient data structures.
- Conducted in-depth research on **30+** large-scale datasets (**3,000+** cancer patients), achieving **87%+** accuracy in predicting breast cancer recurrence status.
- Presented at UC San Diego's 36th Annual Undergraduate Research Conference, earning a special commendation from the Semiconductor Research Corporation on LinkedIn.

Additional Skills & Specializations

Proficient — CoStar, MS Excel/PowerPoint, Python, PostgreSQL, Docker, Vietnamese bilingual fluency

Data Science & AI — Conduct technical, in-depth data analysis to inform decision making. Build functional AI-driven tools, such as an LLM chatbot with safety guardrails trained for specific functions.

Architecture, Green Building & Design — Active LEED Green Associate; Able to utilize Twinmotion, SketchUp, & Unreal Engine for advanced property modeling on 3D aerials with photorealistic renderings.

Visual Communication — Design clear and compelling property informational materials, such as posters and offering memorandums, to effectively convey key selling points through artistic creativity.

Education

UNIVERSITY OF CALIFORNIA SAN DIEGO | GPA: 3.8   Expected Graduation: June 2025
- Double major with a minor in Urban Studies & Planning   La Jolla, CA
Bachelor of Science, Real Estate & Development — Department of Urban Studies & Planning
Bachelor of Science, Data Science — Halıcıoğlu Data Science Institute

Awards & Honors: *2024 Department Emerging Innovator Award (Real Estate & Development), 2023 UCSD Research Excellence Award (Machine Learning), Eleanor Roosevelt College Honors Program, 2022 Men's Club Water Polo National Champion, 2x Etkin Scholar memberships (Urban Land Institute)*

Additional

- Professional Development: *NAIOP Toastmasters* member (enhancing professional confidence, speaking, and leadership), *Developing Leader* at NAIOP San Diego (real estate mentorship), *Young Professionals Student Co-Chair* at Institute of Real Estate Management, *Partnership Forum Group member* at Urban Land Institute San Diego-Tijuana (group mentorship and networking)

- Income Properties Financial Modeling: **Completed** *Adventures in CRE 18-course Advanced Accelerator* — covered retail, hotel, office, multifamily, industrial income statements, short and long-term leases, valuation, structured debt, partnership structures, waterfall cash flows, acquisitions, development, value-add models; **Completed** *Urban Land Institute Foundations of Real Estate Certification* — covered finance, investment, pro forma models, development cash flows

- Work Samples:
  - HUE Hillcrest — high-density, mixed-use project proposal at 535 Robinson — OM, poster
  - For Rent Multifamily Residential — demographic, market, financial study
  - For Rent Commercial — market, financial study
  - For Sale Single Family Residential — phased land development study