

EXPERIENCE

URTU (Incubated through Lever, Inc.)

Williamstown, MA

Founder & CEO (Currently Chair of Board)

Summer 2015

- Founded Mongolian mobile C2C marketplace and on-demand delivery service.
- Launching closed beta in Mongolia starting October 2015: designed closed beta strategy & operation plan; oversaw financials.
 - Will be processing \$40,000 in monthly sales from 20 seller partners, who are Mongolia's top C2C sellers.
- Led product development, driving team of 6 (with 4 engineers) to finish 6 beta products for iOS, Android & web in 3 months.
 - Prioritized features list of 67 items to 15. Wrote product specs, features lists, use cases & design guide.
 - Designed & built web front-end & iOS UI (Swift, Xcode). Contributed to Rails backend.
- Led UI/UX: initiated usability tests, team design sessions & several user research initiatives. Interviewed 60+ target users.
 - Identified 2,000 English-speaking Mongolians by designing tool that scraped Facebook group member data (Graph API).

NIUPIAO (Pivoted to Urtu)

Williamstown, MA

Founder & CEO

January 2015 – June 2015

- Processing \$11,000,000+ in annual ticket transactions and \$880,000+ in annual revenues starting December 2015.
 - Negotiated with top Mongolian popstars & entertainers, who agreed to sell 100% of their online tickets through NiuPiao.
 - Captures 16% of Mongolian entertainment ticketing market, reaching 350,000+ people; NiuPiao takes 8% fee.
- Pitched to Tim Draper as finalist in Draper Entrepreneurship Competition; led one of 5 startup teams selected from 40+ startups.
- Recruited and led team of 7 to build functional Android entertainment ticketing app in 3 weeks.
- Grand Prize (\$15,000), Williams Business Plan Contest: selected from 15 startups for best business plan & pitch to VC's.

BARCLAYS

Hong Kong

Investment Banking Summer Analyst

Summer 2014

- Came up with idea to automate process used by Consumer/Retail group to identify high-growth market opportunities.
 - Built tool that outputs target markets in presentation-ready format, using raw Dealogic & CapitalIQ data as input
 - Increased process speed by 98%. Taught boss how to use & maintain tool.

MINTED

San Francisco, CA

Product Management & Strategy Intern

Winter Term, 2014

- Uncovered fulfillment companies used by 15+ competitors through creative methods (such as ordering art from competitors).
- Informed executives' decision to enter the art vertical by researching & analyzing U.S. online art market.
 - Created presentation of art market used by executives in presentation to the entire company & the Board of Directors.

DYCOM INDUSTRIES (Fortune 500)

Palm Beach Gardens, FL

Information Technology & Corporate Finance Intern

Summer 2013

- Designed several new looks for website with CIO. Pitched to CEO, who approved my top recommendation.
- Analyzed forecast accuracy trends using linear regression in R. Presented insights to CFO.

MUSE

Pasadena, CA

Founder & President

2008-2012

- Built a self-sustaining non-profit that continues to run today (under new leadership), 7 years after founding.
- Led & recruited 100+ volunteers. Started music programs in middle school & children shelter that has graduated 180+ kids.
- Organized benefit concerts raising over \$30,000 (with city council); recognized by City of Pasadena & Congressman Schiff.

EDUCATION

Williams College

Williamstown, MA

Bachelors of Arts in Math & Statistics

Graduated June 2015

- **President, Williams College Business Association** (2012-2014): grew membership by 500% by initiating weekly workshops. Initiated and organized on \$1,500 budget an overnight trip to NYC for 48 students to visit five top investment banks.
- **Scheduler Project** (2014): created class schedule (time/location) generator, optimizing for multiple constraints using AMPL/R.
- **Instructor** (2014): taught programming to Operations Research class for a week as professor's substitute.
- **Coursework:** Advanced Programming & Data Structures, Data Mining, Linear Programming/Operations Research, Discrete Math, Geometric Folding Algorithms, Real Analysis, Regression & Forecasting, Probability, Int. Micro/Macroeconomics

ADDITIONAL INFO

- **Technical Skills:** UI/UX Design (12yrs), Web Development (Frontend: 12yrs; Backend: 8mo.), Java (2yrs), Data Mining (2yrs)
- **Foreign Languages:** Mandarin Chinese (fluent), Japanese (studied in Japan through Princeton)
- **Hobbies:** piano (performed in Carnegie Hall), MOOCs, poker, productivity tools, visual design, beatboxing, Kdramas, theology