

# Sunny Long

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<b>Education</b>	<b>Massachusetts Institute of Technology</b> B.S. in Electrical Engineering and Computer Science B.S. in Economics M.S. in Electrical Engineering and Computer Science <b>GPA: 4.9/5.0</b>	<b>Cambridge, MA</b> June 2013 June 2013 September 2013
<b>Skills &amp; Abilities</b>	Languages: Native fluency in English and Chinese; conversational Spanish (6 years) Skills: Product Management, Agile, JIRA, Python, Web (HTML/CSS/Javascript/SQL), VBA, Design, Wireframes	
<b>Investing &amp; Advising</b>	Underground Cellars (YC '15) – Investor; Empatia Coffee – Advisor; KaleKam – Advisor; MIT Angel Fund	
<b>Experience</b>	<b>20xx Farming; San Francisco, CA – Co-Founder</b> <b>November 2016 – Present</b> <ul style="list-style-type: none"><li>Indoor growing/agriculture; maximizing efficiency (solving constrained optimization problem)</li><li>Building out custom hardware to support modular and rapid multi-variate testing on growing conditions</li><li>Utilizing computer vision to determine health of plants to drive dynamic adjustments of growth variables</li></ul> <b>ThirdLove; San Francisco, CA – PM, Growth &amp; Data</b> <b>November 2015 – Present</b> <ul style="list-style-type: none"><li>Manage our website and iOS app, oversee a team of 7 engineers, 1 data analyst, 1 UI/UX designer</li><li>Run all data and analytics, conducted A/B tests to increase conversion rate by 3X</li><li>Led paid marketing/acquisition channels (Facebook/Pinterest/Podcast/Youtube/etc.)</li><li>Overall, helped grow revenue by over 20 times.</li></ul> <b>Just Baguette; Boston, MA – Co-founder and CEO</b> <b>January 2015 – November 2015</b> <ul style="list-style-type: none"><li>Designing and implementing ML-based algorithms to produce personalized grocery lists</li><li>Responsible for driving product vision and new features; day-to-day management of 7 person team</li><li>Full Stack engineering + UI/UX design of website and iOS App</li><li>Business development; forging partnerships to reach 1000+ apartments</li></ul> <b>Morgan Stanley Asia; Hong Kong – Trader/Project Manager</b> <b>July 2013 – April 2015</b> <ul style="list-style-type: none"><li>Trader on the vanilla derivatives flow desk; price and execute client orders</li><li>Design and backtest strategies, including volatility mean-reversion and technical indicators.</li><li>Team leader in designing and coordinating implementation of proprietary modeling strategies.</li><li>Managed a team of 10+ developers to design and create an automated trading system; now used globally</li></ul> <b>Snapshop; Boston, MA – Co-founder and CEO</b> <b>January 2012 – July 2012</b> <ul style="list-style-type: none"><li>Formed and oversaw a 4-person team, including two coders and one graphic designer, to work on an efficient mobile grocery shopping/delivery system.</li><li>Researched and laid out tech specs.</li><li>Worked with designer on crafting marketing material and distribution techniques</li></ul> <b>Parcupine (MIT SENSEable City Lab); Boston, MA – Product Manager</b> <b>Aug 2011 – Jan 2012</b> <ul style="list-style-type: none"><li>Created a smartphone parking application allowing for drivers to find open spaces and pay for them.</li><li>Took charge of designing the UI/UX for users, working with 4 man design team for mockups and wireframes. Oversaw development team for implementation.</li><li>Conducted market research to understand customer pain points to drive new features and functionalities.</li></ul> <b>Booz Allen Hamilton; Arlington, VA – Intern and Team Leader</b> <b>May 2011 – August 2011</b> <ul style="list-style-type: none"><li>Designed and implemented algorithms for data processing and extraction of researcher information. Worked on visualizing outputs from tools using and modifying open source software.</li><li>Successfully worked on projects for various government clients using the tools and systems we designed and created two Powerpoint presentations for senior leaders presenting tools for future analyst use.</li><li>Worked with bibliometric data and measurements; developed and utilized algorithms for best-fit curves. In-depth research of different metrics for ranking importance of authors and researchers for potential funding.</li></ul>	
<b>Activities &amp; Awards</b>	<b>MIT Varsity Squash Team</b> <b>Associate Photo Editor</b>	<b>September 2009 – June 2013</b> <b>January 2010 – June 2010</b>