

CRYSTAL NG

crystalngpeiqi@gmail.com

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA May 2018

Bachelor of Science in Economics, Concentrations in Finance and Business Analytics with Computer Science Minor

TAYLOR'S SUBANG JAYA, Malaysia June 2014

Cambridge A Levels

- *Honors*: Top in Malaysia in Cambridge International AS Level Economics, Top 0.01% of students in Malaysian National High School Exam, National Scholarship, National Representative for Harvard Asia Conference 2013

EXPERIENCE

SIME DARBY GROUP - Group Strategy and Innovation Intern, Malaysia Summer 2016

- Managed development and launch of Robin Food, an app to reduce food waste, by connecting supermarkets with excess food to food banks which has facilitated redistribution of 1242 pounds of food surplus to the needy in three weeks since app launch
- Produced several iterations of app workflow and validated designs through numerous usability tests with end users
- Compiled 80-page specification document detailing comprehensive features and functions of app
- Successfully negotiated with Tesco to become exclusive launch supermarket partner

MYEDVISOR - Co-Founder and Chief Operating Officer, Malaysia Summer 2015 - Present

An event search, marketing and data collection web application for student events

- Carried out user-driven development processes to design website interface and flow to be relevant to students
- Coordinated operations teams in Malaysia, United Kingdom and Australia to source and publicize events
- Developed Facebook advertising campaign strategies that resulted in reaching 15,000+ people and MyEdvisor page placed by Facebook in top 1% for best cost per engagement ads within industry
- Awarded Champion of the Royal Society of Arts Genovasi Malaysia Awards for social impact and received honorary title Fellow of the Royal Society of Arts

MCKINSEY YOUTH LEADERSHIP ACADEMY - Co-Founder (Quiplo), Malaysia Summer 2013 – Fall 2013

Quiplo is a social enterprise that connects freelancers with job opportunities

- Organized recruitment of freelancers and invited small businesses to use Quiplo's service
- Pitched project to representatives from corporations to NGOs and were evaluated in terms of feasibility, sustainability, social impact and creativity and subsequently awarded third place in competition

LEADERSHIP AND ACTIVITIES

WHARTON INTERNATIONAL BUSINESS REVIEW – VP Design, University of Pennsylvania, Philadelphia, PA Fall 2014 - Present

- Illustrated major business stories through engaging designs for bi-annual print issues

MALAYSIANS @ PENN - Co-President, University of Pennsylvania, Philadelphia, PA Fall 2014 - Fall 2016

- Organized MYGames@Penn, a regional meetup which brought together Malaysians around Philadelphia

ALPHA PHI OMEGA – Historian, Beta Alpha Pledge Class, University of Pennsylvania, Philadelphia, PA Fall 2016 - Present

- National community service fraternity

SKILLS AND INTERESTS

Programming (Java, Python, HTML, CSS, JavaScript, VBA, SQL), User Interface and User Experience Design, Photography