



# TIM GUAN

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## Education

### University of California, Berkeley

Bachelor of Arts, Cognitive Science and Molecular Biology (GPA 3.54)

*Expected 2017*

Minors in Computer Science and Technology Entrepreneurship

## Relevant Coursework

### Design + Product Lifecycle

*Product Management Essentials*

*Berkeley Method of Entrepreneurship*

*Introduction to Prototyping*

*Sketching for Visual Communication*

*Design and Human Factors (Sp '16)*

### User Understanding

*Psychology of Perception*

*Human Neuropsychology*

*Social Psychology*

*Brain, Mind, and Behavior*

*Neurobiology*

### Technical Knowledge

*Structure and Interpretation of Programs*

*Data Structures and Algorithms*

*Discrete Mathematics + Probability Theory*

*Symbolic Logic*

*Artificial Intelligence (Sp '16)*

## Projects

### Berkeley Student Information Systems

Redesigning the user experience of UC Berkeley's billing and finances web services for 30k students annually

Identifying key insights and developing prototypes through rigorous user research and testing

### FlyNow || flynowapp.github.io

Implementing a mobile application facilitating spontaneous travel for college students and young professionals

Assessing product market fit through user testing and rapid iteration cycles with a cross-discipline team

Evaluating product feasibility through market research

### Sierra Nevada Torpedo Room Menu

Partnered with Sierra Nevada Brewing Company to develop a new placesetting at their tasting room

Built a laser cut prototype with a diverse team of designers at a 4 hour designathon.

### Gitlet

Implemented a fully functional version control software using Java inspired by Git

Collaborated with a team of 4 to map program architecture and implement necessary components

## Skills

### Programming:

Proficient: Python, Java, HTML, CSS, MATLAB

Familiar with: Scheme, SQL, Javascript

### Design:

Adobe Creative Suite, Sketch, Wireframing/Prototyping, 3D Modeling

### Research:

Data Analysis, User Research + Testing, Literature Research

### Communication:

Public Speaking, Fluent in English and Mandarin Chinese

## Experience

### Chief of Staff - Product, UC Berkeley Model United Nations

*2014 - Present*

Overhauled the product vision for our annual conference with focus on its value proposition

Generating a projected 20% increase in attendance and revenue through rigorous marketing

Coordinating the launch of a mobile application to provide conference information for 600 delegates

### Graphic Designer, Technology Associate, Sutardja Center for Entrepreneurship

*2015 - Present*

Spearheaded marketing of 5 academic programs for a 250% increase in website traffic.

Remodeled website with emphases on intuitive user flow and aesthetic appeal

### Vice President of External Affairs, Cognitive Science Student Association

*2013 - Present*

Established peer office hours and oversaw the growth of attendance by 200%

Directed the annual California Cognitive Science Conference, drawing over 300 attendees

### Project Manager, Berkeley Innovation

*2015 - Present*

Liaising between sponsors and teams for 12 projects in human centered design

Facilitating the Human Centered Design process through seminars and lessons

## Honors

### Dean's Honor List, UC Berkeley

Awarded Spring 2014. Academic award honoring the top 4% of students

### CAA Leadership Award, UC Berkeley

Awarded 2013. Competitive Scholarship honoring excellence in leadership