
Alexander Turney

2525 College Avenue, Berkeley, CA 94704
949-678-5047 | a.turney@sbcglobal.net | alexturney.com

EDUCATION

University of California, Berkeley

Intended Industrial Engineering and Operations Research (IEOR) Major

High School GPA (10-12) - 4.391

SAT: 2080 | Reading: 740 | Math: 740 | Writing: 600

Relevant Coursework: Simulations, Python Programming, Industrial Design, Linear Programming, Statistics

Expected Graduation: May 2015

GPA: 3.61

EXPERIENCE

Nike – Project Management Intern

Consumer Digital Technology

June 2014 – August 2014

Beaverton, Oregon

- Transitioned point of sale software development team from a waterfall methodology to an agile scrum methodology.
- Configured and customized online JIRA Agile tools in order to help manage workflow and collaboration for projects.
- Worked with a team to help determine future development within Nike consumer digital technology.

Fitbit Inc. – Manufacturing Engineering Intern

Digital Fitness Tracker Company

May 2013-August 2013

San Francisco, California

- Worked on document control within the online Arena database. Added new part numbers to the system, managed technical datasheets and regulatory files, created engineering change orders, and created bill of materials assemblies.
- Went to China to visit Flextronics and test/analyze units. Designed and created in-house test fixtures to test units as well as worked with local labs (National Technical Systems) to conduct various tests.

Superb Productions –Photography Manager

Student Union Program, Entertainment, and Recreation Board

September 2012-Present

Berkeley, California

- Served as a photographer and editor for various events including concerts, film screenings, student competitions, etc.
 - Helped managed the scheduling of photographers for events and uploaded photographs and posts to Superb's website to promote future attendance of events and to document the events that Superb plans for the Students of UC Berkeley.
-

ACTIVITIES

Berkeley Innovation – Member

Berkeley User Interface and Design Club

September 2014-Present

Berkeley, California

- We work on projects that give members hands-on experience with the entire design process, from conducting user research to building and marketing prototypes for real businesses.

American Advertising Federation (ImagiCal) – Media Planning

UC Berkeley's Advertising Competition Team

September 2012- Present

Berkeley, California

- Planned a \$10,000,000 budget by evaluating and researching the profitability of different media vehicles including Social Media, TV, print, etc. in order to create the most efficient and effective strategy of placing ads.
- Researched target markets in order to better understand geographical location, socioeconomic status, and likes/dislikes so that the most effective media strategy can be conceived to help direct our campaigns to the right audience.

Design Engineering Collaborative – Member

Student Run Design Engineering Club

September 2013-Present

Berkeley, California

- Designed an interactive reminder device using an Arduino that employs the use of LED's to notify the user of their deadline.
- Led a small team to explore innovation for urban light fixtures in public spaces using recycled materials.

Sigma Chi Fraternity- Recruitment Chair, Historian, Chapter Editor, Composite Chair

Alpha Beta Chapter

September 2011- Present

Berkeley, California

- Managed a \$10,000 budget to organize rush events and advertise the organization through sponsorships and design work.
 - Helped to improve the public's view of the organization by keeping the website and Facebook page updated with philanthropy photographs and recent events the chapter has participated in.
-

SKILLS/INTERESTS

- Photography: Shoot for the Daily Californian, Superb Productions, Shadowed Professional Photographer Darnell Renee
- Experience with Adobe Photoshop, Aperture, Adobe Illustrator, iPhoto, iMovie, and Final Cut Express
- Know Python, Matlab, CSS, Javascript, and HTML programming languages