Veronica Day

44328 Whitefish Bay • Clinton Township, MI 48304 • vcday@umich.edu • (586) 871-4893

EDUCATION

UNIVERSITY OF MICHIGAN   **Ann Arbor, MI**
Dual Degree Student: B.S. Computer Science, B.B.A Ross School of Business   May 2019
Technical Skills: **GPA: 3.47/4.00**
Proficient in: C/C#/C++, Python, PHP
Familiar with: Unity, HTML, CSS, JavaScript, MySQL
Experience in: UNIX/Linux, Git, RegEx
Coursework:
- EECS 281 Data Structures & Algorithms | EECS 388 Computer Security | EECS 370 Computer Architecture

Awards:
- First Place, Erb Institute India Sustainability Competition
- Henry Ford Health System Scholarship Recipient
- University Honors, 2014-2016

Activities:
- Co-founder Arc Innovations – working to transform how universities approach interdisciplinary research
- Marketing committee, GEECS - Girls in Electrical Engineering and Computer Science
- Dancer, Hipnotics Dance Ensemble
- Traveler, visited 1/7 Wonders of the World (so far)

EXPERIENCE

Trove AI   **Ann Arbor, MI**
Cloud Software Engineer Intern   *May 2017-August 2017*
- Implemented API endpoint using PHP, MySQL to allow users to scan business cards to create profiles and view mutual connections
- Developed code linter to parse code, recognizing and fixing style errors in order to help standardize code review
- Used Regular Expressions and heuristics to improve email signature parsing for contact information

Gwydion, Inc.   **Ann Arbor, MI**
Project and Business Manager   *January 2017-Present*
- Develop and update official business plan, conducting market research into virtual and augmented reality industry, providing insight on pricing models and marketing strategies in order to attract potential investors
- Collaborate with 3 members of software development team to create educational augmented reality application for the Material Science Department at the University of Michigan

Stryker Orthopedics   **Mahwah, NJ**
Product Portfolio Management Intern   *June 2016-August 2016*
- Acted as liaison between R&D and product strategy teams, offering insights into user needs and market trends, advising on future product features and design
- Designed metric for evaluating efficiency of robotically-enable hip surgery, collaborating with team of UI/UX engineers on potential improvements for next generation surgical robot
- Identified trends in sales over last 5 years, gaining insights into growth rates and average selling prices, recommending specific products to remain in Stryker's product portfolio based on profit analysis, resulting in a more streamlined and directed portfolio

Girls Who Code   **Ann Arbor, MI**
Program Coordinator, Mentor   *September 2016-Present*
- Design, lead, and facilitate weekly programming lessons along with team of 5 computer science students at U of M
- Teach high school students HTML, CSS, and JavaScript basics, progressing toward a final project, unique to each student's interests and coding level
- Mentor high school girls, engaging in discussions around gender and STEM, giving students the opportunity to gain confidence and discover potential careers in computing and technology

PROJECTS

AI Poetry Generator
- Utilized NLP, N-gram language modeling, to train program to create poems based on lyrics of various artists, combined with syllable parser to generate Haiku and rhyming poetry
- Used PySynth and a music scraper to gather music notes, employing machine learning algorithms to train program to produce MIDI melodies

Social Media Marketing Efficiency Program
- Wrote program in Python to quantitatively measure the impact of social media marketing on various fast food companies
- Implemented Twitter API to pull retweet frequency, compared data to sales revenue from financial documents, exploring the correlation between sales and social media presence