

# Veronica Day

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

www.veronicaday.com

## EDUCATION

### UNIVERSITY OF MICHIGAN

Dual Degree Student: B.S. Computer Science, B.B.A Ross School of Business

Ann Arbor, MI

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, Bootstrap, Agile

#### Coursework:

- EECS 281 Data Structures & Algorithms | EECS 388 Computer Security | EECS 370 Computer Architecture

#### Awards:

- First Place, Erb Institute India Sustainability Competition
- EECS 183 Showcase, J.P. Morgan award
- 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
- Hopper Volunteer, 2017 Grace Hopper Conference
- Dancer, Hipnotics Dance Ensemble
- Traveler, visited 1/7 Wonders of the World (so far)

## EXPERIENCE

### Trove AI

Ann Arbor, MI

Backend Software Engineer Intern - Cloud Team

May 2017-August 2017

- Implemented API endpoint using PHP, MySQL to enable users to scan business cards, create profiles, and view mutual connections in Trove's Android app
- 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 portfolio based on profit analysis, resulting in 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

### Political Bias Detector – In Progress

- Use Facebook's Fast Text ML model to train the application to recognize right-wing or left-wing bias in news text articles

### 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 music scraper to gather music, employing ML algorithms to train program, producing 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