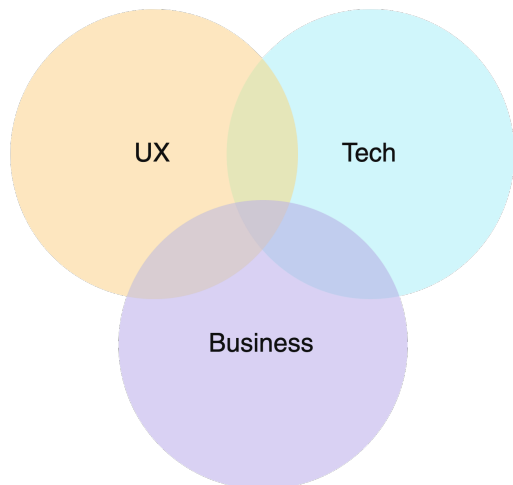




JOE VU

Computer science student
Aspiring Product Manager



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Sydney, Australia



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www.joevuproduct.com



Product Instinct, Leadership, Communication, Public Speaking, Teamwork, UX & UI, Business Development, Software Engineering

Achievements

Star Maths Online | UX Intern 2019

- Consolidated goals, metrics, and roadmap with the Senior Product Manager
- Led the conducting of user interviews for qualitative and quantitative data
- Justified and negotiated new features with the development teams
- Star Maths Online's experienced an average measured increase of 30% in user retention and task completion measured across all games

KidCampus | UI Intern 2019 - 2020

- Worked closely with the development team to quadruple the suite of usability tests
- Designed and aided in marketing new parent portal using Figma and MailChimp
- Reconfigured user journeys, using data analysis from Amplitude and Fullstory
- KidCampus' main website pages experienced a 15% decrease in user errors despite the company roughly doubling in revenue

Academia Mentorship | Founder, Director 2017 - 2020

- Launched innovative tutoring startup after high school
- Conducted 5 months of user interviews and research
- Local viral marketing and branding using Snapchat, Six, Facebook, and Referral systems
- Recruited and trained team of mentors
- Academia Mentorship grew from 1 student and 1 mentor to a thriving community of 137 weekly customers and 40 mentors

Edify Australia | Founder, VP (Product) 2020 - current

- Launched a registered charity serving low SES youth in Western Sydney
- Conducted 10 months of user interviews and research
- Recruited a cross-functional executive team and a bank of volunteers
- Responsible for product roadmap, vision and delivery
- Edify has worked with 9 schools to in Sydney's Western Suburbs to date, with a growing team of 18 staff.

UNSW | Computer Science Student 2019 - 2022

- Mathematics 1A (MATH1131)
- Psychology 1A (PSYC1001)
- Programming Fundamentals (COMP1511)
- Engineering Design (ENG1000)
- Mathematics 1B (MATH1231)
- Data Structures and Algorithms (COMP2521)
- Psychological Science of Wellbeing (PSYC1062)
- Discrete Mathematics (MATH1081)
- Human Computer Interaction (COMP3511)
- Software Engineering Fundamentals (COMP1531)
- Database Systems (COMP3311)
- Security Engineering and Cyber Security (COMP6441)
- Scholarship Recipient
- Engineering Society Director
- Engineering Camp leader
- Student Ambassador
- UNSW Heroes program participant
- Student Development Representative