Ethan Truong

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY - HAAS SCHOOL OF BUSINESS　　　　　　　　**Berkeley, CA**
B.S. Business Administration　　　　　　　　　　　　　　　　　　　　　　　　　**Expected May 2027**

SKILLS

Product Strategy, User Data Analysis, A/B Testing, SQL, Financial Modeling, Python, Figma, Asana, Public Speaking

WORK EXPERIENCE

MATCHPLAY GROUP　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Austin, TX**
Product Analyst (Apprentice)　　　　　　　　　　　　　　　　　　　**March 2024 - May 2025**
Venture support platform helping startups refine pitches, connect with investors, and scale
- Constructed product strategies for 40+ ventures by simplifying the user-product connection, diagnosing friction points to align value propositions with user needs, drive scalable traction, and maximize investor readiness
- Designed a strategic GTM pivot for an EdTech client, shifting focus from B2B district sales to a product-led growth model targeting individual educators; bypassed administrative bottlenecks to drive 63k+ new users

LEADERSHIP & ACTIVITIES

NASA L'SPACE　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Tempe, AZ**
Proposal Project Manager　　　　　　　　　　　　　　　　　　**May 2025 - August 2025**
- Directed an 11-person cross-functional team through the design-to-proposal lifecycle, designing the technical feature roadmap for an AI-pathfinding system projected to improve Mars rover navigation efficiency by 20%
- Conducted technical user research with NASA SMEs to diagnose critical navigation bottlenecks, establishing Key Performance Indicators (KPIs) that guided engineering tradeoffs and prioritized feature development

EXPERIMENTAL AIRCRAFT ASSOCIATION - VINTAGE 25　　　　　　　　　　　　**Sacramento, CA**
FAA-Licensed Private Pilot & Ray Aviation Scholar (1 of 700 Nationwide)　**November 2024 - Present**
- 100+ flight hours logged with strong practical understanding of aviation operations and air traffic management
- Taught complex aerospace fundamentals to over 50 students across California as an EAA Young Eagle mentor and UC Berkeley Ground School instructor, bridging engineering theory and practical flight application

PROJECTS

NOVI - TEXT LINK PAYMENT PLATFORM (SOLANA)　　　　　　　　　　　　　**Berkeley, CA**
Solana Cypherpunk Hackathon - Consumer Product Management　　　　　**November 2025**
- Identified critical friction points in crypto payments by conducting a competitive audit of Phantom, Venmo, and Base Wallet, leading to a strategy that eliminated 42-character wallet address entry for mainstream users
- Defined and scoped the MVP for a text-based payment solution, prioritizing a "one-tap" user flow that reduced transaction steps by 80% (5 steps to 1) with shareable deep links that mimic Web2 peer-to-peer experiences

AI COMPUTER VISION MODEL　　　　　　　　　　　　　　　　　　　　　　**Davis, CA**
AIFS x Sony AI AgTech Challenge - 1st Place Winner　　　　　　　　　　　　**May 2025**
- Built and deployed a real-time computer vision model for agriculture to identify weed density and produce heatmaps that guide pesticide application and optimize operational unit costs and efficiency for growers
- Validated product-market fit through end-user research to scope MVP; secured 1st Place among 15+ teams

PERSONAL INTERESTS

Martial Arts (Team USA Kung Fu), Piloting (100hrs Logged), Theater (11x Performer), Rubik's Cubing, TEDx Speaking