

HUNG TRUONG

Profile

Part-engineer, part-information specialist. I look at problems while considering both the technical and social implications of potential solutions. My interests include social computing and new media research, mobile application development and emerging paradigms of location-based applications.

Employment

MICROSOFT CORPORATION, SEPT 2009 - APRIL 2010

As a Program Manager in Microsoft adCenter, I identified and prioritized new features, wrote functional specifications and managed software projects through planning, development, test and deployment phases. I was responsible for paid search features that directly affected search engine results pages on Bing.com. I also contributed to the Microsoft adCenter Blog as a writer.

TROUBADOUR MOBILE, MAY 2008 - JUNE 2009

I co-founded Troubadour Mobile through an entrepreneurial incubator program called RPM10, sponsored by a local venture capital firm, RPM Ventures. Along with two other co-founders, I successfully conceptualized, designed, implemented and tested a prototype iPhone application over the course of three months in the Summer of 2008.

UNIVERSITY OF MICHIGAN LIBRARIES, SEPTEMBER 2007 - JUNE 2009

As a University Library Associate at the Health Sciences Libraries I created, developed and presented web 2.0 workshops for University staff, students, and visiting scholars. I expanded library awareness through social media (Facebook applications/pages and Google Gadgets). Through the library I worked with the School of Public Health to contribute course materials to the Open.Michigan OER initiative.

Education

UNIVERSITY OF MICHIGAN, ANN ARBOR MI

MASTER OF SCIENCE IN INFORMATION (MAY 2009) OVERALL GPA: 3.69

Specialization in Social Computing. Completed coursework includes Networks: Theory and Application, Contextual Inquiry and Project Management, Entrepreneurship in the Information Industry, Electronic Commerce, Evaluation of Systems and Services, Recommender & Reputation Systems, Exploratory Data Analysis.

UNIVERSITY OF NEW MEXICO, ALBUQUERQUE NM

B.S. IN COMPUTER SCIENCE, MINOR IN JAPANESE (DECEMBER 2006) OVERALL GPA: 3.42

Completed coursework includes Design of Large Programs in Java, Database Management, Software Engineering.

Selected Projects

COUCHSURFING.COM - AUGUST 2009

I collaborated with a fellow student and faculty member to study CouchSurfing.com, a large scale location-based social network. The research focused on the reciprocity of vouches (a way to signal trust) among users of the site. I ran quantitative analysis on the large dataset provided by the website. The paper was published in *Proceedings of the 2009 International Conference on Computational Science and Engineering - Volume 04* under the title "Surfing a Web of Trust: Reputation and Reciprocity on CouchSurfing.com"

HAB.LA UX RESEARCH - EARLY 2009

As part of a course on the Evaluation of Systems and Services, I worked within a student team to evaluate Hab.la, an online service that provides website owners with an easy way to create chat widgets. We used a number of research methods, including online surveys, interviews, personas and scenarios, heuristic evaluation and usability testing. Our client responded to our final presentation by implementing many of our proposed solutions.

MAPSKRIEG.COM - MAY 2007

Unhappy with the existing apartment listing finders, I went about making my own mashup to display craigslist.org listings on a Google Map. In the process, I learned about a lot about location-based data, Map APIs, dealing with large MySQL databases and solving nearest-neighbor optimization problems. MapsKrieg was written on CakePHP, a PHP framework.

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languages (programming)

Java, C, C++, Objective-C

languages (scripting)

HTML, Javascript, CSS, PHP, Python, Ruby

languages (spoken)

English, Vietnamese, Japanese

awards and honors

UofM University Library Associate
UNM School of Engineering Dean's List
UNM Scholars Scholarship
Facebook Programming Env. Contest: 1st Place
Yahoo HackU 2009: Honorable Mention

activities

Michigan dScribe	2008 - 2009
SCSI Officer	2007 - 2009
UNM Marching Band	2001 - 2003, 2006
Jazz Band	2001 - 2004
Basketball Band	2001 - 2007

interests

trumpet, jazz, video games, anime, manga

