

# HUNG TRUONG

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portfolio        hung-truong.com  
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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  
UMich 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



## Profile

Part-engineer, part-information specialist. I look at problems while considering both the technical and social implications of potential solutions. My ideal job includes elements of entrepreneurship: identifying and understanding customers, developing a market strategy and obtaining the resources necessary to develop the product.

## In Progress

Supporting infrastructures that can respond quickly to internet-scale traffic. Balancing the tradeoffs of improving user experience, customer satisfaction and costs to serve in internet-scale applications.

## Employment

### MICROSOFT CORPORATION, SEPT 2009 - PRESENT

As a Program Manager in Microsoft adCenter, I work on making sure that online advertisements are delivered accurately and quickly. This job integrates many aspects of design, project management, business intelligence and engineering excellence. I know when to be glue and when to be oil.

### 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. Over the summer I learned about corporate law, business fundamentals, marketing, product development, team management, financial planning and startup life in general. Along with two other co-founders, I successfully conceptualized, designed, implemented and tested a prototype iPhone application over 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). I assisted in the unification and modernization of three health science library websites. Through the library I worked with the School of Public Health to contribute course materials to the Open.Michigan OER initiative. The ULA position is highly competitive, providing a full tuition waiver and a stipend.

## Education

### UNIVERSITY OF MICHIGAN, ANN ARBOR MI

*MASTER OF SCIENCE IN INFORMATION (MAY 2009) OVERALL GPA = 7.071/9 (> A- AVERAGE)*  
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.

### 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.

## Projects

### MDISPLAY, NEARBY - APRIL 2008

As part of an independent study, I created a demo application for a situated public display. NearBy detects the presence of viewers and displays the location of their homes on a map. The application is meant to explore location-based connections that people have and to point out privacy issues that arise from audience-aware displays. I also contributed to the mDisplay API for allowing anyone to write their own audience-aware applications. NearBy was written in Ruby on Rails.

### MAPSKRIEG.COM - MAY 2007

In the Spring of 2007, I was looking for an apartment to live in for grad school. Unhappy with the existing apartment listing, I went about making my own mashup to display craigslist.org listings on a Google Map. I didn't find my home using Mapskrieg, but it ended up teaching me 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.