

# VICTOR NGUYEN

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## EDUCATION

<b>University of California, Irvine</b> M.S. in Management	<b>Irvine, CA</b> Est. Graduation Date: Jun 2026
<b>University of California, Riverside</b> B.S. Business Administration (Concentration in Management), Minor in Psychology	<b>Riverside, CA</b> Graduated: Jun 2025
<ul style="list-style-type: none"><li><b>GPA:</b> 3.80</li><li><b>Awards/Honors:</b> Cum Laude, 8x Dean's Honor List (2022-2024), Chancellor's Honor List (2024 &amp; 2025)</li><li><b>Related Coursework:</b> Entrepreneurship, Statistics, Ethics &amp; Law in Business &amp; Society, Business Writing, Designing &amp; Leading Teams, Production &amp; Operations, Marketing &amp; Distribution, Consumer Behavior, Decision Management, Labor Relations, Negotiation Fundamentals</li><li><b>Leadership:</b> Behavioral Economics &amp; Decision-Making Lab, Adobe, Vietnamese Student Association, Associated Information Systems</li></ul>	

## WORK EXPERIENCE

<b>UCR Behavioral Economics and Decision-Making Lab (BED Lab)   Riverside, CA</b> Research Assistant	<b>Aug 2024 - Jun 2025</b>
<ul style="list-style-type: none"><li>Conduct research on behavioral economics and consumer psychology, analyzing data from surveys and contributing to major publications.</li><li>Collect and analyze data through surveys, reviewed peer-reviewed studies, and refined experimental designs to enhance research outcomes.</li><li>Utilize advanced analytical techniques like NLP and Machine Learning to analyze data from 15+ experiments, generating actionable insights.</li></ul>	
<b>Adobe   Riverside, CA</b> Student Ambassador, Club Co-Founder	<b>Jan 2024 - Jun 2025</b>
<ul style="list-style-type: none"><li>Strategizing tactics to shape the program to carry out initiatives capturing 250+ students &amp; 20 clubs interested in learning more about Adobe.</li><li>Formulate a marketing plan and execute 4+ Adobe on-campus workshops teaching students how to utilize various Adobe applications best.</li><li>Promote Adobe through content creation and advertising through personal social media channels, driving students' awareness and interest, leading to increased activations of free Adobe Creative Cloud at UC Riverside and growing brand awareness.</li></ul>	
<b>University of California Education Abroad Program   Remote</b> Marketing Intern	<b>Feb 2024 - Aug 2024</b>
<ul style="list-style-type: none"><li>Assisted editing staff in writing content for marketing initiatives that promote &amp; increase the diversity, inclusion, and equity of UCEAP.</li><li>Assisted with analyzing marketing strategies, provided student-perspective feedback, and made suggestions to strategy, content, and design.</li><li>Supported marketing campaign planning and execution by attending weekly meetings, collaborating with experts, and reviewing content.</li></ul>	
<b>Showtime Basketball Academy   San Jose, CA</b> Business Manager	<b>Jun 2021 - Sept 2023</b>
<ul style="list-style-type: none"><li>Implemented website updates and improvements by updating content and responding to 50+ weekly reviews to promote the Academy.</li><li>Oversaw and managed financial operations by managing annual academy budgets, revenue, and expenses, and preparing financial reports.</li><li>Communicated with 100+ clients regarding subscriptions, bookings, and other relevant information through email and the academy's website.</li></ul>	

## LEADERSHIP EXPERIENCE

<b>Our Lady of La Vang Catholic Church   San Jose, CA (Remote)</b> Assistant to the Pastor	<b>Jul 2023 - Present</b>
<ul style="list-style-type: none"><li>Serve as a liaison between pastor &amp; church staff to plan liturgical events and coordinate 15+ events for the Vietnamese Catholic Community.</li><li>Coordinate 10+ annual liturgical events by overseeing the various aspects of the mass ensuring the liturgy proceeds smoothly and reverently.</li><li>Guide various pastoral works, such as consulting designs, websites, and media, and maintaining inventory for 6 locations and the Diocese.</li></ul>	
<b>Vietnamese Eucharistic Youth Movement   San Jose, CA &amp; Riverside, CA</b> Youth Leader for High School Groups	<b>Jun 2022 - Present</b>
<ul style="list-style-type: none"><li>Develop and implement curriculum on VEYM's mission, Catholic teachings, and social justice, fostering a foundation of faith and knowledge.</li><li>Organize and facilitate activities such as prayer sessions and retreats to guide spiritual growth and help youths develop personal spirituality.</li><li>Collaborate with VEYM leaders and volunteers to coordinate events, share resources, and ensure cohesive youth education and development.</li></ul>	
<b>Vietnamese Student Association at UCR   Riverside, CA</b> Vietnamese Culture Night (VCN) Director	<b>Oct 2023 - Apr 2025</b>
<ul style="list-style-type: none"><li>Coordinate show logistics and communication with 120+ performers &amp; volunteers to ensure a seamless and culturally enriching experience.</li><li>Direct a team of students in various roles, promoting a collaborative and positive working environment throughout the course of 4+ months.</li><li>Developed cultural programs, incorporating traditional elements &amp; performances to showcase Vietnamese heritage and cultural understanding.</li></ul>	

## SKILLS & PROJECTS

**Technical Skills:** Project Management, Problem Solving, Leadership, Communication, Photography, Web Design, & Social Media  
**Software:** Figma, Webflow, Google Suite, Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, After Effects), Final Cut Pro X, Procreate  
**Notable Projects:** Vietnamese Catholic Community Charity Concert for Orphanage, Diocese of San Jose T  t Festival, Marian Days Festival  
**Certifications & Training:** Foundations of User Experience (UX) Design, Social & Behavioral Research  
**Languages:** English (native), Vietnamese (native), & Spanish (working knowledge).