

VICTOR NGUYEN

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EDUCATION

UCI The Paul Merage School of Business

Master in Management

Irvine, CA

06/2026

University of California, Riverside

Riverside, CA

B.S. Business Administration (Concentration in Management), Minor in Psychology

06/2025

- **Awards/Honors:** Cum Laude, 8x Dean's Honor List (2022-2024), Chancellor's Honor List (2024 & 2025)
- **Related Coursework:** Entrepreneurship, Statistics, Ethics & Law in Business & Society, Business Writing, Designing & Leading Teams, Production & Operations, Marketing & Distribution, Consumer Behavior, Decision Management, Labor Relations, Negotiation Fundamentals
- **Leadership:** Behavioral Economics & Decision-Making Lab, Adobe, Vietnamese Student Association, Associated Information Systems

WORK EXPERIENCE

UCI Specialty Masters Program | Irvine, CA

10/2025 - Present

Masters Program Graduate Student Ambassador

- Represent the UCI Masters program by engaging with prospective students through social media campaigns and virtual information sessions.
- Support the admissions and recruiting staff with campus outreach initiatives, including fairs, tabling, webinars, and organization partnerships.
- Contribute to international outreach by leveraging bilingual communication skills to connect with diverse student populations and share the Merage student experience.

UCR Behavioral Economics and Decision-Making Lab (BED Lab) | Riverside, CA

08/2024 - 06/2025

Research Assistant

- Conducted research on behavioral economics and consumer psychology, analyzing data from surveys and contributing to major publications.
- Collected and analyzed data through surveys, reviewed peer-reviewed studies, and refined experimental designs to enhance research outcomes.
- Utilized advanced analytical techniques like NLP and Machine Learning to analyze data from 15+ experiments, generating actionable insights.

Adobe | Riverside, CA

01/2024 - 06/2025

Student Ambassador, Club Co-Founder

- Strategized tactics to shape the program to carry out initiatives capturing 250+ students & 20 clubs interested in learning more about Adobe.
- Formulated a marketing plan and executed 4+ Adobe on-campus workshops teaching students how to utilize various Adobe applications best.
- Promoted 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.

University of California Education Abroad Program | Remote

02/2024 - 08/2025

Marketing Intern

- Assisted editing staff in writing content for marketing initiatives that promote & increase the diversity, inclusion, and equity of UCEAP.
- Assisted with analyzing marketing strategies, provided student-perspective feedback, and made suggestions to strategy, content, and design.
- Supported marketing campaign planning and execution by attending weekly meetings, collaborating with experts, and reviewing content.

LEADERSHIP EXPERIENCE

Our Lady of La Vang Catholic Church | San Jose, CA (Remote)

07/2023 - Present

Assistant to the Pastor

- Serve as a liaison between pastor & church staff to plan liturgical events and coordinate 15+ events for the Vietnamese Catholic Community.
- Coordinate 10+ annual liturgical events by overseeing the various aspects of the mass ensuring the liturgy proceeds smoothly and reverently.
- Guide various pastoral works, such as consulting designs, websites, and media, and maintaining inventory for 6 locations and the Diocese.

Vietnamese Eucharistic Youth Movement | San Jose, CA & Riverside, CA

06/2022 - Present

Youth Leader Level 2

- Develop and implement curriculum on VEYM's mission, Catholic teachings, and social justice, fostering a foundation of faith and knowledge.
- Organize and facilitate activities such as prayer sessions and retreats to guide spiritual growth and help youths develop personal spirituality.
- Collaborate with VEYM leaders and volunteers to coordinate events, share resources, and ensure cohesive youth education and development.

Vietnamese Student Association at UCR | Riverside, CA

10/2023 - 04/2025

Vietnamese Culture Night (VCN) Director

- Coordinated show logistics and communication with 120+ performers & volunteers to ensure a seamless and culturally enriching experience.
- Directed teams of students in various roles, promoting a collaborative and positive working environment throughout the course of 4+ months.
- Developed cultural programs, incorporating traditional elements & performances to showcase Vietnamese heritage and cultural understanding.

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 Tết Festival, Marian Days Festival

Certifications & Training: Foundations of User Experience (UX) Design, Social & Behavioral Research

Languages: English (native), Vietnamese (native), & Spanish (working knowledge).