

Mavyn Vu

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[LinkedIn](#) ❖ [Portfolio](#)

EDUCATION

University of Texas at Austin

B.A in Plan II Honors, B.S.A in Biology

May, 2023

Austin, TX

- Informatics (UX, HCI) minor, History minor
- Texas Immersive Institute Certificate
- Involved with House of Audre Lorde student living co-op, wrote for Center Space Project and Spark Magazine, staffed with Central Texas Model United Nations

WORK EXPERIENCE

Texas Innovation Center

Fellow

Oct. 2022 – Present

Austin, TX

- Established in January 2020, the [Texas Innovation Center](#) is the hub at the University of Texas at Austin for bringing engineering and science discoveries and technologies to the market.
- As a fellow, I support operations, communications, and marketing at the Center
 - Engaged in professional networking to maintain strong relationships with academic researchers and industry professionals to drive partnerships in the tech commercialization space.
 - Prepared for public relations presentations and plans by gathering information on business objectives, vision, brand strategy, and industry trends.
 - Responded to requests for reservations, resources, and programming offered at the center's coworking hub, along with event production and marketing support.

South by Southwest

Music Festival Advancement Intern (current), Registration and Credentials Intern (previous)

Jan. 2022 – Present

Austin, TX

- South by Southwest is an annual conglomeration of parallel film, interactive media, and music festivals and conferences organized jointly.
- As a Music Festival Intern, I support pre-festival planning and festival event operations
 - Graded artist applications, compiled official playlists, assisted with data collection and organization for showcases
- As a Registration and Credentials Intern, I supported planning operations and logistics before and during the festival
 - Answered emails and phone calls from registrants, worked with Filemaker Pro database for badge registrations, provided customer service support throughout the festival, resolved guest issues by identifying source of complaint and formulating corrective action with supervisor.

Texas Immersive Institute

Experience Designer

Jan. 2022 – Present

Austin, TX

- Maintained active membership in the interactive and immersive media hub for innovation at the Moody College of Communication.
- Developed through a series of coursework, projects, internships, workshops, a toolbox that uses storytelling and immersive technologies to design impactful digital and physical experiences for a variety of audiences.

Annette Strauss Institute for Civic Life

Communications Intern

Sept. 2020 – Jun. 2022

Austin, TX

- Strategized communications and social media as a paid intern at the Annette Strauss Institute, a non-partisan civic engagement organization that aims to promote civic health of Texas.
- Produced and edited materials for digital and print to check and correct spelling, grammar, and match style guides.
- Developed strong professional relationships by interacting and communicating effectively with wide variety of colleagues and external contacts through event planning and event staffing roles.

Suprasensors FRI Lab at UT Austin

Research Fellow and Lab Mentor

June 2019 – August 2019

Austin, TX

- Collaborated with organic chemistry and biology professionals to advance research and gain deeper understanding of topics under the guidance of Dr. Diana Zamora.
- Developed unique research into analysis of grapevine metabolomes of Central Texas vineyards.

SKILLS & INTERESTS

- **Skills:** basic biology wet lab skills, LCMS, academic research (STEM and liberal arts), user research, Adobe CS, Figma, R Studio, SketchUp, Microsoft Office
- **Interests:** multimedia art, fine art, science fiction, art theory/philosophy, poetry, ikebana,