

ARIC NELSON | BIO + RESUME

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ABOUT

Through my professional experiences as well as my education at Texas Christian University and Southern Methodist University, I offer a range of practical skills that I can apply to provide immediate value. From brainstorming how to implement a local robotics firm's technology with a new and innovative approach, to creating convincing 2-minute product pitches on everything from improving everyday household living to creating a new e-commerce venture worthy of funding, I have worked across a range of teams to come up with creative and practical ways to solve problems.

CORE CHARACTERISTICS

Creative Problem Solving: Breaking Down Complex Problems

On the cases I have worked on, I have learned to analyze the context of each situation fully then apply a range of problem-solving tools to identify the key issues, realities and constraints and create solutions that either solve a core problem or provide new opportunities. I have experience with core business strategy principles, user-centric, design-based problem-solving frameworks as well as financial analysis frameworks and tools.

Practicality: Balancing Innovation with Reality

My early experiences with new venture development and innovation programs have provided me with opportunities to learn how to efficiently and effectively implement ideas that are not only new, but also make sense and deliver value. In addition, my ability to provide financial analysis of new concepts provided context, a practical point of view and grounding to the teams I was working with.

Leadership: Earning the Respect of Team Members

In all my leadership roles within my community and at TCU - I have sought to provide professionalism, practicality, creativity, honesty, and integrity. I always work to incorporate these principles into my own work, how I work with others, and how I define myself. Hard work, honesty and having a reputation for integrity has carried me far and allowed me to succeed beyond my peers.

EXPERIENCE AND EDUCATION

SHADDOCK "CREATE" COMPETITION - Seed Funding Pitch Competition

- Received top-level funding of an e-commerce platform, AllPets, focused on utilizing models established by Dollar Shave Club and Chewy to curate personalized subscription boxes, catered to alternative pet subtypes such as birds, fish, rodents, and reptiles.
- Established an LLC for the company, created a brand, established physical business addresses, coordinated key vendor and drop-shipping logistics, designed packaging, and designed the e-commerce website.

FINANCIAL ANALYSIS, MODELING AND BRIEF DEVELOPMENT

I have personally conducted financial projection modeling, investment brief development and presentation, market analysis for both and novel investment opportunities and new venture development.

SMU USER EXPERIENCE DESIGN CERTIFICATE

- Completed this certification program which provides a foundation to understand and practice User experience strategy and design skills working with nationally recognized instructors.
- Worked directly with Spacee & Deming Robotics to effectively integrate their technology to support a range of retail store formats through concept research and validation (with a focus on electronic accessories).

TCU NEELEY SCHOOL OF BUSINESS

Major / Entrepreneurship and Innovation

- Texas Christian University launched the Entrepreneurial Innovation program in the fall of 2019, it has since been regarded as one of the top 15 Entrepreneurship programs in the nation.
- Coursework focus: Entrepreneurial Opportunity Recognition, New Venture Development, Entrepreneurial Leadership, Corporate Entrepreneurship, and Raising Entrepreneurial Capital.
- Core Skills Development: knowledge and experience of business modeling, business development, and innovation in addition to team dynamics and emotional intelligence

Minor / Finance

- Core Skills Development: Understanding risk/return relationships in the context of investment banking, corporate finance, and financial planning.
- Coursework Focus: Microeconomics, Macroeconomics, Fundamentals of Accounting, Financial Reporting, Financial Management, Money and Banking.

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Experience

SMU UX Design, Dallas, TX

February – August 2021

Certification in the fundamentals of UX strategy, research and design applied broadly across a wide range of business contexts.

- Hands-on consulting project with Spacee and Deming Robotics to innovate brick-and-mortar retail shopping for a tier-1 telecom client
- Conducted interviews, site studies, and research into an unfamiliar field to best understand out market and user
- Utilized insights and findings at key milestones in product development to validate ideas and solutions
- Conducted extensive usability tests, interviews, and sketch iterations to improve the product's real-world impact
- Presented a new product pitch to Spacee executives for potential use with their tier-1 telecom client

EverWest Real Estate Partners, LLC, Denver, CO

June - August 2019

Real Estate Investment Analyst

EverWest is an institutional real estate investment management firm with capabilities in development, management, and investment. I worked as an Investment Analyst supporting the senior leadership with research and investment briefs for key projects.

- Assisted acquisitions team with due diligence, underwriting, property research, writing investment briefs for executive management to aid and improve key investment decisions.
- Ran Argus model and Microsoft Excel cash flow projections for industrial and multi-family properties across the United States to provide succinct and relevant data to team leads.
- Independently developed executive investment briefs for use in acquisition and investments meeting
- Ranked 3rd out of 10 interns nationally recruited including many with MBA level experience

Design Frontiers, Fort Worth, TX

April 2018 – August 2019

Student Intern

Design Frontiers is a co-op of business design executives and TCU Neeley School faculty who jointly promote UX Design in the context of business strategy. I worked directly with the Design Frontiers Board of Directors, which included senior members of Neely Business School's Undergrad and Graduate level faculty and senior executives from leading companies in the Fort Worth, Texas area.

- Provided all administrative support, meeting coordination, and hosted speaker events for this nonprofit organization to improve overall experience for attendees.
- Kept comprehensive record of all topics discussed, recording data, website, and social media management.

Ballet Frontier of Texas, Fort Worth, TX

March 2018 – May 2019

Marketing Intern

Ballet Frontier is an Internationally acclaimed Ballet Company specializing in integrating professional and pre-professional dancers from across the globe. I worked directly under the supervision of the founders and artistic director of this rapidly growing ballet company

- Planned and coordinated marketing activities including event planning, ticket sales, and promotion to increase social media engagement with Facebook and Instagram pages.
- Personally redesigned the company's website and online promotions supporting their 10th anniversary season, which led to higher ticket sales and a 15% increase in website visits.

Education

Texas Christian University, Fort Worth, TX

Neeley School of Business

Bachelor of Business Administration, May 2021

Major: Entrepreneurship and Innovation Minor: Finance
Deans Scholarship Recipient, Dean's Honor List

Community Involvement

- **Create Competition**
Participated in this seed-funding pitch competition and received three rounds of funding for a new venture concept.
- **Lambda Chi Alpha**
Fraternity Officer / New Member Educator / Philanthropy volunteering.

Technical Skills / Experience

Adobe Creative Suite (XD / Illustrator / Photoshop)	SharePoint
MS Office Suite (Excel, PowerPoint, Teams, Word)	Power BI
Argus Software	

Other Interests

International Travel, Music (piano, guitar), Cooking, Modern Art, Cinema, Fencing, Sport Shooting, Fly-fishing

