

Jennifer Rong

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EDUCATION

Duke University, Trinity School of Arts and Sciences

Durham, NC

B.A. in Computer Science

In progress

- **Relevant Coursework:** Product Management, AI-Copiloted Software Development, Data Structures & Algorithms, Computer Systems

EXPERIENCE

Virtual Star Game Development Studio

Dec 2021–Present

Founder & Product Lead

Remote

- Led a 20-person cross-functional team to build games with 70M+ sessions, \$100K+ revenue, and users in 190+ countries
- Managed weekly sprints and cross-functional alignment across engineering and art, reducing feature delivery time by 20%
- Owned end-to-end product strategy and feature prioritization for two global titles, driving retention and monetization

Moonlake AI — \$28M physical AI startup

Mar 2026–Jul 2026

GTM Intern — Product Strategy

San Francisco, CA

- Interviewed 20+ robotics and simulation companies, surfacing workflow pain points to refine Moonlake's ICP
- Synthesized insights from 15+ user and competitor interviews into product hypotheses, requirements, and positioning
- Analyzed competitor pricing, 3D-generation products, and U.S.-China production costs to inform GTM strategy
- Demoed Moonlake's product at Autonomous 2026 and helped drive an industry event that generated 400+ RSVPs

Star (YC S22)

Jan 2026–Mar 2026

Product & Game Builder Intern

Remote

- Led end-to-end development of creator-facing 2D and 3D game templates, reduced time-to-first-publish by 45%
- Drove product analysis on game discovery and Explore visibility, helping ship Trending and Most Polished sorting features
- Designed and launched Star's Campus Ambassador program to drive creator acquisition and early platform adoption

PROJECTS

The Cube — Duke Entrepreneurship Website

- Built The Cube's website 0→1, owning product strategy, UX, and development for Duke's entrepreneurship community
- Designed responsive member profiles, venture showcases, and join flows supporting discovery and recruitment

eMerge — AI Interview Platform for Career Switchers

Duke Cube Buildathon — 3rd Place

- Built and pitched an AI interview simulator in 24 hours using Flask, React, OpenAI, and ElevenLabs
- Led product strategy for career switchers, defining user needs, MVP scope, TAM, monetization, and GTM

Rainy Room Studio — Interactive Pixel-Art Mobile App

- Designed a mobile web app that turns interactive objects into controls for layering and mixing audio loops into music

LEADERSHIP & ACTIVITIES

Duke Consulting Club (DCC)

Sep 2025–Present

Product & Operations Chair

Durham, NC

- Owned product strategy and development for DCC's internal member platform, centralizing club resources in a new website
- Coordinated DCC's New York consulting trek, managing outreach to MBB and Big Four firms and alumni
- Led 0→1 development of The AI Collective's internal resource hub, translating user research into improved onboarding

SKILLS & ADDITIONAL

- **Skills:** Java, Python, Claude Code, OpenAI Codex, Excel, PowerPoint, Figma, Mandarin (proficient)
- **Leadership:** The Cube — New Member Experience Lead
- **Interests:** Game Design & Development, Electric Guitar, Oil Painting, Lord of the Rings, Vinyl Records, Classic Rock, Roblox