

# Namanh Vu Hoang

## Curriculum Vitae

### PERSONAL DETAILS

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Address: 1722 W. Adams, Santa Ana, CA 92704 USA  
Contact: (Mobile) 714-457-1578 (Home) 714-461-4823  
Email: [nam@soscloth.com](mailto:nam@soscloth.com)  
Web: [www.soscloth.com](http://www.soscloth.com), [www.erelectronics.com](http://www.erelectronics.com)

### EDUCATION

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2005-2007 **Bachelor (Honors) of Sociology**  
University of California, Irvine  
Majoring in Sociology, Concentrations in Social Networks

1995-2005 **General Education**  
Orange Coast College  
Concentration in Sociology for University Transfer,  
IGETC Certification

2002-2003 **General Education**  
Fullerton College

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Other Studies: Microsoft Certified Profession (MCP) Certification in  
Networking Essentials and TCP/IP Protocol (1999)

Theses: **Shared Semantic Structures of Automobile Brands Among U.S. Residents** for the requirements of the Undergraduate Honors Program (University of California, Irvine).

### EMPLOYMENT HISTORY

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2007-2009 *Society of the Spectacle LLC.*

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**Founder, President, & Designer**

Duties: Design / Direction / Operations

Accomplishments: Society of the Spectacle has been recently emerging as strong brand in the fashion industry. In the first 2 years of operation S.O.S. has found success in sales with major retailers including Nordstrom, American Rag, Atrium and Tomorrowland.

2001-2009 *Crisp Branding Agency*

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**Creative Director**

Duties: Creative Direction / Design Production / Business & Brand Strategy

Accomplishments: Developed Brand Identity for XFX Inc. and other contributions created the 4<sup>th</sup> largest graphics card manufacturer in the world and increased net profit from \$924,000 annually to \$354,217,000.

2001-2007 *Erectronics Consulting*

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**Independent Contractor**

Contract Work: Creative Direction / Design Production / Business & Brand Strategy / Product Development

2000-2001 *Rare Medium, Inc.*

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**User Experience Designer**

Duties: Web design & implementation / Interface design & Flash action scripting

1999-2000 *Miles, Wright, Finlay & Zak, LLP.*

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**Network Administrator / MIS**

Accomplishments: Development & implementation of national WAN, VoIP, MS Exchange and DNS Server.

1999-1999 *CompUSA Inc. (San Francisco) Flagship Store*

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Small Business Account Manager

1997-1998 *Linksys Inc.*

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**Product Manager / MIS**

Accomplishments: Developed RMA testing standards, Developed content standards for technical documentation, packaging design and product industrial design that remains an integral part of their rise to become the world's No. 1 consumer networking manufacturer.

1997-1998 *Neotek Systems*

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CEO / Principle Owner

1996-1997 *CompUSA Inc. (Fountain Valley)*

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Corporate Account Manager (Education & Government Sales)

1995-1996 *OCB Orange County Blueprint & Reprographics.*

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Graphic Designer / Fiery Operator

1994-1995 *Computer City Supercenter*

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Sales Lead / Technician / Direct Sales

1993-1994 *Babbage's*

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Sales & Merchandising

## GRADUATE RESEARCH INTEREST & PROPOSALS

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### *Research Topics of Interest*

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*'The emergence of sub-group and clique formations within aggregate lines, to facilitate the acquisition or consumption of scarce resources.'*

Theory: When social actors form an aggregate line it is generally assumed that this does not constitute a group. However, lines formed for the acquisition of a scarce resource (limited commodity, rations) or for the consumptions of a scarce resources (time or money), results in the emergence of unique sub-groups and cliques. Social actors then engage in social interactions such as cooperation, aggression or hostility to facilitate acquisition/consumption of those scarce resources or deter other from the acquisition/consumption of those scarce resources.

### *Research Topics of Interest*

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**'Social entropy as an explanation for social order.'**

Theory: To what extent is perceived social order maintained by a measure of social entropy. Spontaneous changes in society occur with an increase in individual entropy where by an individual's spontaneous changes tend to normalize social cohesion in social and cultural potentials that may exist in society. In a sense, social entropy argues that society moves to a more disordered state at an individual level but the dispersal of energy motivates societal superstructures to change and adopt those changes into the greater society through the dialectical process.

### *Research Topics of Interest*

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**'Brandology: A sociological perspective of branding and brand identity.'**

Theory: The construction of brand identities is analogous to the developmental processes involved in the socialization of human beings. As such an investigation into the extent to which modern brands resemble humans in terms of their socialization into society could offer interesting insight towards our understanding of brand behaviors. Many fundamental sociological concepts such as status, roles, life stages, and construction of self-identity can be reinterpreted to better understand brand-to-consumer and brand-to-brand social relationships.

*Research Topics of Interest*

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**'The effects of clique structures within ego networks on role strain and identity crisis'**

Theory: The identification of maximal sub-graphs (cliques) within an Ego Network may represent distinct role identities defined by the order of inclusion from the ego. Identification of these various complimentary or contradictory role identities may allow us to develop methods for measuring the extent of role strain and role conflict.

GRANTS AND AWARDS

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2007 *Award & Recognition Recipient*

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University of California, Irvine, Department of Sociology. **Robin M. Williams Jr. Paper Award** for the best empirical undergraduate research. Paper titled '*Shared Semantic Structures of Automobile Brands Among U.S. Residents*' Awarded June 8<sup>th</sup> 2007.

2007 *Award & Recognition Recipient*

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University of California, Irvine, School of Social Science 2007. **The Order of Merit – Scholar Excellence Recipient** (approx. top 2% of Social Science undergraduates) recognizes the outstanding undergraduate and graduate students for their academic achievements, original research, and service/leadership contributions to the school, campus and community. Awarded June 15<sup>th</sup> 2007.

2007 *Award & Recognition Recipient*

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University of California, Irvine, School of Social Science 2007. **Social Science Alumni Award & Scholarship for Outstanding Honors Thesis**. Paper titled '*Shared Semantic Structures of Automobile Brands Among U.S. Residents*'. Awarded June 15<sup>th</sup> 2007.

2007 *Award & Recognition Recipient*

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University of California, Irvine Department of Sociology 2007. **Sociology Departmental Honors** for successful competition of the requirements for honors in sociology. Awarded June 8<sup>th</sup> 2007.

2007 *Award & Recognition Recipient*

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University of California, Irvine Department of Sociology 2007 **Undergraduate Student Recognition** at the 2007 Department of Sociology Annual Award Ceremony. Awarded June 8<sup>th</sup> 2007.

2006-2007 *Grant Recipient*

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University of California, Irvine Undergraduate Research Opportunities Program (UROP) **2006 Fall Grant recipient** for the project '*Shared Semantic Structures of Automobile Brands Among U.S. Residents*'

2006 *Career Related Award*

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2006 Davey Awards in Print Advertising and Collateral **Silver award** for the campaign '*AFX 2006 Play Hard*'

2006 *Career Related Award*

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2006 Computex Taiwan Exhibit Design Competition **Gold award** for the environmental space design '*AFX 2006 Play Hard Theme*'

2005 *Career Related Award*

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2006 Appliance Design Nineteenth Annual Excellence in Design (EID) Winner **Silver award** for the industrial design innovation of '*AFX X Gear Wireless and Coded Controllers from AFX, Hong Kong (Creative direction for Stuart Karten Design Firm)*'

2005 *Career Related Award*

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2005 Computex Taiwan Exhibit Design Competition **Gold award** for the environmental space design '*AFX 2005 Extreme PC Garage Theme*'

2005 *Career Related Award*

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2005 Cebit Germany Exhibit Design Competition **Gold award** for the environmental space design '*AFX 2005 Extreme PC Garage Theme*'

2003 *Career Related Award*

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11<sup>th</sup> International Corrugated Packaging Design Competition **Honorable Mention award** for the packaging design '*AFX XShaped Packaging*'

## EVIDENCE OF SCHOLARLY CONTRIBUTION

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2007 *Development of Research Tools*

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Developed the departmental site [carlab.socsci.uci.edu](http://carlab.socsci.uci.edu). The website is designed for conducting web based semantic structure research and facilitates the experiment implementation and data collection. Currently the site is static and was used only for conducting research for the 'Shared Semantic Structures of Automobile Brands Among U.S. Residents' honors thesis but future plans include the development of a dynamic site to be made available to the public for

conducting future web based semantic structure experiments. Additionally, I developed a proprietary R program package which includes a number of function design specifically for analyzing Carlab formatted data to produce usable and exportable, individual or aggregated, dissimilarity matrices, as well as perform unique display functions including single PDF generation of semantic space for card sort and word list task.

2007 *Publication In Progress*

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“*Shared Semantic Structures of Automobile Brands Among U.S. Residents.*” Currently under review for publication in *Structure and Dynamics: eJournal of Anthropological and Related Sciences.*

2007 *Paper and Research In Progress*

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“*Supernets: Fictional Collaboration Network of Marvel Universe Characters as Predictive of Real Collaboration Network of Writers and Artist*” Draft completed

2007 *Presentation*

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“*Hemophily Within The Fictional Collaboration Network of Marvel Universe.*”

## SERVICE TO THE UNIVERSITY OR TO EXTERNAL COMMUNITY

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2007 *Research Assistant*

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Web site designer and research assistant for the University of California, Irvine, Disaster Nets Research Team under the supervision of Carter T. Butts Phd.

2006-2007 *Tutoring and Teaching*

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I tutor on weekends at the Orange County Children’s Therapeutic Art Center from 8am to 3pm (vocabulary and language development, elementary piano, elementary electric guitar, and math) and for fall semester I taught a graphic design course for at risk children ages 12 to 18 years of age.

2006-2007 *Participant*

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I was a regular participant in University of California, Irvine’s Institute for Mathematics and Behavioral Science 2006 Colloquia Series. I contributed through discussion regarding a variety of topics presented by local and visiting faculty.

2005-2007 *Student Advisor*

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For two years I served as the student/professional advisor for the UCI American Advertising Federation Chapter’s National Student Advertising Competition (NSAC) Team. I provided design direction, team selection and helped in

managing and coordinating meetings and also used it as an opportunity to expose students to the graphic design industry by providing peer career counseling. I have also presented a number of seminars to members on the topics of branding principles, elements of design, information architecture, and general application usage.

2004-2007 *Forum Creator, Moderator, and Board Leader*

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I created and moderate [www.whitehouserock.com](http://www.whitehouserock.com) the first entirely member controlled political board, using the unique blog engine developed by digg.com. I also coordinate on campus promotion of the site.

I created and moderate the largest criminology discussion forum at [groups.myspace.com/criminology](http://groups.myspace.com/criminology) which has grown to nearly 5000 members.

I have been an active participant and one of 7 board leaders on one of the largest graphic design discussion forums at [groups.myspace.com/graphicdesign](http://groups.myspace.com/graphicdesign). Participation involves evaluating and providing design and career consultation to members.

## PROFESSIONAL MEMBERSHIPS

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American Sociological Association (Student Member)

Alpha Kappa Delta (AKD) Sociology Honors Society

University of California, Irvine Alumni Association

## OTHER RELEVANT SKILLS

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### *Sociological & Statistical Software*

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R Project Statistical Language (a derivative of the S Language)

SPSS (Statistical Software)

UCInet (Social Network Analysis Software)

NetDraw

Pajak

ArcGIS (Graphical Information Systems)

### *Operating Systems / Networks*

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DOS / Windows 3.11 / 9x / Me / NT / 2000 / XP

Novell Netware/Intranetware 3.12 and 4.12

Mac OS 9.0 and OS X (Tiger & Jaguar)

UNIX (Basic console operations)

### *Design Applications*

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Adobe: After Effects, Premiere, Photoshop, Illustrator, PageMaker,  
Streamline, Type Manager, Indesign, Image Ready, Acrobat  
Macromedia: Flash, Dreamweaver, Fireworks, Freehand.  
Quark Express  
3D Studio MAX Rel. 3

*General Office Applications*

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Microsoft: Word, Excel, Access, Powerpoint, Outlook, Entourage