Brandon Guo

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EDUCATION

University of California, Berkeley – Management, Entrepreneurship, & Technology Program (M.E.T.) — Berkeley, CA
B.S. in *Electrical Engineering & Computer Sciences* | B.S. in *Business Administration* — Class of 2023
Cumulative GPA: 3.51/4.00 | SAT: 1570 | ACT: 35
Relevant Courses: Microeconomic Analysis for Business Decisions, Leading with Impact, Data Structures, Discrete Mathematics and Probability Theory, Designing Information Devices and Systems I & II, Statistics, Multivariate Calculus, Principles of Business

RELEVANT EXPERIENCES

Rockstar Games, *International Video Game Publisher* — New York City, NY
Product Management Intern – Social Club — Summer 2021
- NDA Internship Project: Road mapped a large-scale feature integration across multiple platforms with millions of users
- Wrote product requirement documents (PRDs) for feature overhauls of large-scale social platform applications
- Synthesized industry knowledge with technology-related news to create industry digests consumed by the entire product team

Faxx App, *Berkeley SkyDeck Social Media Startup* — Berkeley, CA
Cofounder & Head of Product — March 2021 – Present
- Cofounded anonymous social media startup selected for SkyDeck HotDesk Batch 12 incubator program (6% acceptance rate)
- Implemented agile practices and Atlassian software (Jira, Confluence) to drastically increase organizational velocity
- Responsible for overseeing project management software, optimizing UI/UX, and working across business development teams and technical teams of 5-10 developers to align product and growth timelines

Berkeley Consulting, *Premiere UC Berkeley Consulting Organization* — Berkeley, CA
Technical Director — May 2021 – Present
- Youngest technical director in Berkeley Consulting's 25-year history, responsible for maintaining and updating the organization's entire technical infrastructure from web presence to internal SaaS tools
- Orchestrated the rebuild of organization's web recruitment portal that handled hundreds of applications and file submissions

Consultant – International Video Game Publisher (NDA) — February 2021 – May 2021
- Handled the bulk of data analysis responsibilities and assigned to lead presenting responsibilities for data analysis sections
- Developed an empirical approach to behavioral segmentation and the creation of user profiles by utilizing k-means clustering on primary research data gathered through Qualtrics
- Conducted feature road mapping for a large-scale gaming-related social application for a leading video game publisher

ATLAS Institute at CU Boulder, *Interdisciplinary Research Institution* — Boulder, CO
AI/ML Researcher — August 2018 – March 2019
- Reviewed extent literature on ML-based object disambiguation and devised a novel approach to utilize multi-classification rather than binary classification to improve the performance of disambiguation algorithms
- Engineered algorithms that could estimate how "between" a human would interpret any object relative to two other objects by using Python and sci-kit-learn to train models on human experimental data gathered in-lab

LEADERSHIP EXPERIENCE

Berkeley M.E.T. Student Board — Berkeley, CA
Vice President of Social Integration — May 2021 – Present
- Oversaw all social activities for 200+ students in the M.E.T. program at UC Berkeley and managed 20,000 USD for networking events, student retreats, mentorship programs, and more
- Spearheaded a cohort program for freshmen M.E.T. students and led the creation of a corresponding student committee

Peak to Peak Speech and Debate — Lafayette, CO
Team Captain and Coach — August 2018 – May 2020
- 2x National Qualifier, 3x State Qualifier, 3rd in CO for U.S. Extemporaneous Speech, National Ethics Bowl Qualifier
- Led a team to the top 4 of the International Public Policy Forum competition (IPPF), an annual Brewer Foundation competition where hundreds of teams across the globe debate through essays surrounding a global policy resolution
- Designed debate and rhetoric curriculum for a class of 43 students and coached 2 students to NSDA Nationals for PF Debate

SKILLS & INTERESTS

Software: Figma, Microsoft Excel, Microsoft PowerPoint, Jupyter Notebook, R Studio, Adobe Photoshop, Adobe Premiere
Coding Languages & Frameworks: Python, Java, JavaScript, HTML/CSS, React.js, SQL, Scheme, R, Git, Flutter, PHP
Human Languages: Mandarin Chinese (Proficient), Spanish (Proficient)
Interests: Hiking 14ers, Weightlifting, NBA Analytics and Draft Analysis, Violin, Foreign Policy