

Sebastian Yang

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Education

Carnegie Mellon University (Pittsburgh, PA)

Aug 2018 - Dec 2021

B.S. in Information Systems (GPA: 4.0/4.0)

Minor in Game Design

B.S. in Statistics and Machine Learning (GPA: 4.0/4.0)

Minor in Business Administration

Programming Language: Python (nlTK, Numpy, pandas), C# (Unity), Swift (SwiftUI, ARKit, MapKit), Java, C

Data Analytics: R(ggplot, tidyr), SQL, MongoDB **Web Development:** Ruby on Rails, HTML, CSS, JS, Jekyll

Relevant Coursework: • Principles of Imperative Computation • Algorithms and Advanced Data Structures • Mobile Application Design and Development • Database Design and Development • Statistical Computing • Data Science for Product Managers

Product Management

Production Management Intern

Blizzard Entertainment

May 2021 – Present

- Facilitate the co-development of *Diablo Immortal* between NetEase and Blizzard to hit the Beta milestone
- Directly interface with 8 functional teams to ensure daily scrum goals are hit and production schedule is maintained

Product Management Consultant

PA Parent & Family Alliance

Spring 2021

- Constructed a user flow chart to identify bottlenecks in the business process, aligned the identified issues with stakeholders
- Analyzed web traffic data (funnel, heatmap, etc) and conducted usability tests on 18 users to identify key confusion points
- Reduced the time spent by 68.2% on common tasks by reconstructing the information architecture and the UI flow of the site

Business Development Intern

ByteDance US

June 2020 – Aug 2020

- Strategized a 3-year market-entry plan for the US region, including product matrix, revenue forecast, and ROI estimate
- Conducted 25+ market research studies including competitor analysis, market landscape scans, and capital movements
- Identified and led evaluation meetings with potential strategic partners for prospective investment and licensing deals

Market and User Researcher / Game Design Trainee

Tencent Interactive Entertainment Group (MUR Department / TiMi Studios)

March 2020 – June 2020/ Sep 2020 – Dec 2020

- Led an eight-person mobile game development team using an agile-scrum approach guided by mentors from TiMi Studio
- Concluded 41 helpful insights by analyzing 1000+ entries of first-hand survey data through data visualization
- Conducted two games' competitor research for Tencent in the US market, reports graded as "Excellent"

Virtual Reality Research Assistant Tech Lead

CMU Cognitive Development Lab

Fall 2019 - Present

- Lead a 4-student team to develop a VR software; scoped and prioritized features; organized 11 weekly sprints
- Investigate the correlation between physical activity and cognitive improvement. Co-authored paper [published](#) on The International Conference of the Immersive Learning Research Network

Software Engineering

iOS Software Developer

Mobile Apps - What2Yum & AnySync & Artlas

Fall 2020/Spring 2021

- Developed 3 utility apps, including an Augmented Reality app that projects building names, all available on [iOS](#) store
- Utilized SwiftUI, ARKit, RealityKit, APN, MapKit, CoreLocation, uses MVVM paradigm, Yelp API and Firebase

Data Analytics and Engineering Consultant

Numo/PNC Bank

Spring 2021

- Uses SQL and python to analyze more than 300 million anonymized accounts across 11 tables to improve coupon redemption
- Conducted customer segmentation using K-means and built a recommendation engine for each cluster using item-to-item collaborative filters
- The model improved the recommendation accuracy by 12% to achieve a total average accuracy of 77%

President

CMU Game Creation Society

Spring 2019 - Present

- Built a story-based virtual reality golfing dating-simulator game in addition to 4 mobile games, 3 PC games, and 2 VR games using Unity and C# with an agile method
- Implemented custom collision systems for VR golfing gesture, extendable enemy and weapon systems using scriptable objects, mobile touch-screen optimization for PC games, and a custom dating matching system
- Tracked and shipped 3-5 games each semester simultaneously by providing technical, production, and design help
- Organized weekly scrum and rapid prototyping; prioritized product features based on user feedback; held weekly playtest sessions and ad-hoc user interview