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

Product Management

Production Management Intern
Blizzard Entertainment   May 2021 – Aug 2021
- Managed and triaged 200+ tickets by directly interfacing with 8 functional teams to hit a milestone for *Diablo Immortal*
- Designed user stories and a product roadmap for accessibility features and led the requirement negotiation with *NetEase*
- Coordinated two product feedback loops between *NetEase* and *Blizzard* for a smooth cross-border co-development process

Product Management Consultant
PA Parent & Family Alliance Capstone Project   Feb 2021 – May 2021
- Reduced the time spent by 68.2% on basic tasks by reconstructing the information architecture and the UI flow of the website
- Analyzed web traffic data (funnel, heatmap, etc) and conducted usability tests on 18 users to identify key confusion points
- Constructed a user flow chart to identify bottlenecks in the business process, aligned the identified issues with stakeholders

Business Development Intern
ByteDance US   June 2020 – Aug 2020
- Collaborated on strategizing a 3-year market entry plan, 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 an evaluation meeting with potential strategical 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"

Software Engineering

iOS Software Developer
Mobile Apps   Sep 2020 - Present
- Developed "Artlas", an AR app that tells users building names by scanning the buildings from any angle
- Developed "What2Yum", a collaborative asynchronous decision-making app that helps a group of people choose what to eat
- Developed "AnySync", an app that helps multiple parties achieve spontaneously consent on whether to do an activity or not
- Programmed with SwiftUI, ARKit, RealityKit, APN, MapKit, CoreLocation, used MVVM paradigm, Yelp API and Firebase
- Identified pain points; designed 5 low and high-fidelity wireframes with Figma, conducted 3 rounds of user testing to refine user experience; iterated on the app through weekly sprints and shipped the app on the iOS store on time

Data Analytics and Engineering Consultant
Numo/PNC Bank Capstone Project   Feb 2021 – May 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 using item-to-item collaborative filters
- The model improved the recommendation accuracy by 12% to achieve a total average accuracy of 77%

President and Game Programmer
CMU Game Creation Society   Feb 2019 - Present
- Built a story-based VR golfing dating-simulator game in addition to 4 mobile games, and 6 PC games using Unity and C#
- 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
- Led weekly scrum and rapid prototyping; set up a feedback loop, scoped and prioritized features based on user feedback

Virtual Reality Research Assistant Lead
CMU Cognitive Development Lab   Oct 2019 - Present
- Led a 4-student team to develop a VR software using Unity; programmed a custom Stroop system and organized 11 sprints
- Investigated the correlation between physical activity and cognitive improvement. Co-authored paper published on iLRN