Kevin Fang

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EDUCATION

Carnegie Mellon University   June 2020 – May 2024 | Pittsburgh, PA
Bachelor of Science | Majors: Business Administration, Computer Science
• GPA: 3.57 | Dean's List
• Relevant Courses: Designing Human-Centered Software, Organizational Behavior, Data Structures & Algorithms, Computer Systems

EXPERIENCE

Cloud & Digital Consulting Intern | PricewaterhouseCoopers LLP   June 2023 – August 2023 | New York, NY
Cloud & Digital practice implementing Microsoft applications for corporate clients
• Assisted in the implementation and customization of Dynamics365 and PowerApps for 3 major clients in the banking and aviation sectors.
• Contributed to client meetings, aiding in the creation/editing of presented PowerPoint slide decks, improving planning + communication.
• Produced detailed design documentation from client demos into Microsoft D365, reducing overhead and saving dozens of hours of work.
• Led a voluntary side project on Generative AI for supply chain transformation, presented to the internal Operations Transformation team.

Product Growth Intern | Daily Challenge with Po-Shen Loh   May 2022 – May 2023 | Pittsburgh, PA
Edtech startup redefining how middle & high-schoolers learn math with online interactivity
• Executed company rebranding and email marking overhaul, improving average email CTR by 26% for 22,000+ contacts in Mailchimp.
• Directly contacted dozens of school district representatives, industry leaders, math competition associations to coordinate partnerships.
• Implemented live chat & consultation call bookings through Calendly and Formilla APIs, with over 1,500 client conversations to date.
• Oversaw quantifying KPIs, user metrics, and automated sales and marketing funnels for the three main user personas on landing page.

Product Management Intern | Stayflexi   September 2021 – February 2022 | San Francisco, CA
YC-backed hospitality startup creating an automated property management platform for rentals
• Supervised overhaul of a 140-page company website, providing feedback on sales funnels, five pricing packages, and feature descriptions.
• Researched algorithm patents and created several sets of wireframes and prototype screens on Figma for an instant room booking feature.
• Modernized form-based customer onboarding system with interactivity and smart autofill, decreasing mean client time to complete by ⅓.
• Reported directly to CEO, managing the development of product features and redesigning conversion funnel pathways on all platforms.

Product Management Intern | TruePlan   May 2021 – August 2021 | San Francisco, CA
Series A startup building recruiting and financial planning software for high-growth companies
• Created the four primary customer personas and redesigned the current website and sales funnel around them in Figma and Webflow.
• Integrated Fullstory & Intercom APIs to track individual customer usage patterns and create user stories for eight clients and 30 POIs.
• Managed Linear board, identified & prioritized codebase issues, standardized onboarding process, and wrote the first five blog articles.
• Spearheaded user research, collected metrics, advised strategy, and designed marketing material, directly reporting to the executive board.

PROJECTS

Head Orientation Counselor | Carnegie Mellon University   December 2022 – Present | Pittsburgh, PA
Orientation program for Fall 2023 class of 1,700+ incoming students and transfers
• Collaborated with campus partners & Student Affairs to improve training time efficiency by ⅓ by redesigning sessions for 7 communities.
• Designed evaluation process for 150+ Orientation Counselor and 37+ Orientation Leader applications with a staff retention rate of 95.2%.
• Assisted in the distribution of $945,000+ First-Year Orientation budget, selecting event prizes, inviting clubs, and working with contracts.

Mission Operations & Media Teams | Iris Lunar Rover   August 2022 – Present | Pittsburgh, PA
World's first student-built lunar rover scheduled to land on the Moon in late 2023
• Served as Command Officer, Comms Officer, Moonyard, and Systems Officer role stand-ins during paper missions and simulations.
• Performed viewshed & slope analysis on over 120 GB of surface images from NASA's Planetary Data System and MoonTrek software.
• Directed design of PrismRanger lander deployment mechanism, conducting trade studies in preparation for official proposal to NASA.

Search Fund Analyst | Paratus Capital   November 2021 – April 2022 | New York, NY
New York-based boutique private equity firm operating under a Search Fund model
• Filtered through the ~200,000 mid-sized companies in the US, cross-referring lists of leads and estimations of their fundamentals in Excel.
• Selected as the first ever undergrad intern by principal; presented research results directly to the board of directors on a bi-monthly basis.
• Remodeled original firm search strategy based on key findings collected from databases including IBISWorld, NetAdvantage, and Statista.

SKILLS

Leadership: CMU Tech & Entrepreneurship Community Lead, The Breakdown Podcast Host & Editor
Programming: C, Python, StandardML, HTML, CSS, Excel, JavaScript, Gatsby, Git, No-Code (Webflow, Bubble)
Product Management: HubSpot, Linear, Notion, Intercom, Airtable, Jira, Miro, Calendly, Formilla
Design: Photoshop, Canva, InDesign, Spark, Figma, LaTeX, Premiere Pro
Languages: English, Chinese (Mandarin) - Bilingual