Kevin Fang

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EDUCATION

Carnegie Mellon University   **June 2020 – May 2024 | Pittsburgh, PA**
Bachelors of Science | Majors: Business Administration, Computer Science (intended)
• GPA: 3.53 | Dean's List (2020 Fall, 2021 Spring)
• Relevant Coursework: Operations Management, Data Structures & Algorithms, Theoretical Computer Science, Organizational Behavior

EXPERIENCE

Daily Challenge with Po Shen-Loh – Growth Intern   **May 2022 – Present | Pittsburgh, PA**
Edtech startup revolutionizing math education of middle & high-schoolers through interactive livestream curriculum
• Oversaw scaling the internal infrastructure, implementing KPI metrics and customer personas, improving virality of marketing strategies
• Planned and executed product line redevelopment, company website overhaul with Formilla integration, and email sales in Mailchimp
• Conducted data analytics to predict customer purchasing habits, developed a more effective multichannel sales funnel with custom CRM
• Formulated B2B strategies, worked with private schools, math competition associations, district representatives to coordinate partnerships

Stayflexi – Product Management Intern   **September 2021 – February 2022 | San Francisco, CA**
YC-backed hospitality startup creating an automated property management platform for hotels, vacation homes, and rentals
• Reported directly to CEO, designing new product features in Figma and working with development teams to implement them in-app
• Streamlined the client onboarding process by transforming a traditional form-based process into a modernized interactive roadmap
• Researched patents and prototyped customer and client matching algorithm for effective client matching in hotel booking system
• Integrated design elements (typography, UI elements, color palette) into a consolidated style guide, designing a new website and logo

TruePlan – Product Management Intern   **May 2021 – August 2021 | San Francisco, CA**
Series A B2B SaaS startup developing recruiting and headcount management software for growth-stage companies
• Spearheaded operations/logistics assistance, bug triage, website revamp, and product design, directly reporting to the executive board
• Contributed to design of application UI/UX, re-developed company website to optimize sales pipeline, and composed blog articles
• Managed Linear board, identified and prioritized codebase issues, designed onboarding pipeline for new hires, and wrote documentation
• Implemented Fullstory and Intercom APIs to track customer usage patterns and provide data-driven product feature recommendations

PROJECTS

MoonRanger – Mission Operations Team   **May 2022 – Present | Pittsburgh, PA**
Lunar rover project developed at CMU in collaboration with NASA, set to analyze south pole surface ice deposits in late 2023
• Developed design of Mission Control center and software through managing screens, planning sprints, and testing mission procedures
• Created paper missions and reviewed test plans; took on the role of Command Officer during simulations and provided feedback
• Edited technical writeups on rover and subteam operations for official publication in press releases and the Moonranger website blog
• Performed viewshed and slope analysis on future lunar rover landing sites using NASA's Planetary Data System and MoonTrek software

Paratus Capital – Search Fund Analyst   **November 2021 – April 2022 | New York, NY**
New York private equity firm under Search Fund investment model with a focus on acquiring mid-sized US companies
• Selected as a founding intern by principal; worked directly under the board of directors to conduct industry surveys and interview owners
• Experimented with a variety of critical metrics and sorting criteria to collate and narrow down lists of potential acquisition candidates
• Remodeled original firm search strategy based on findings collected from databases including IBISWorld, NetAdvantage, and Statista
• Compiled extensive resources on niche industries obtained through individual discussions with managers, investors, and representatives

SKILLS & INTERESTS

Product Management: HubSpot, Linear, Notion, Intercom, Airtable, Jira, Miro
Design: Photoshop, Canva, InDesign, Spark, Figma, LaTeX, Premiere Pro
Programming: C, Python, Go, StandardML, HTML, CSS, JavaScript, No-Code (Webflow, Bubble)
Data Analytics: R, SQL, Excel, Tableau, FullStory
Languages: English, Chinese (Mandarin): Bilingual