

# 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

### Technology 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 marketing 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.

### Search Fund Analyst | Paratus Capital

November 2021 – April 2022 | New York, NY

New York-based boutique private equity firm operating under a Search Fund investment model

- Filtered through the ~200,000 mid-sized companies in the US, cross-referring lists of leads and estimations of their fundamentals in Excel.
- Contacted hundreds of individual owners, investors, and industry leaders, compiling dozens of reports on niche sectors and their trends.
- 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.

### 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 1/3.
- 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 and Student Affairs to design 30+ training sessions for 7+ communities, improving time efficiency by 1/3.
- Designed evaluation process for 150+ Orientation Counselor and 37+ Orientation Leader applications with a staff retention rate of 95.2%.

### 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.

## SKILLS

**Leadership:** CMU Tech & Entrepreneurship Community Lead, The Breakdown Podcast Host & Editor

**Programming:** C, Python, StandardML, HTML, CSS, 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