

# Kevin Fang

✉ kevinfang@cmu.edu ☎ +1 (925) 364-1430 📄 in/hirekevinfang 🖱 kevinfang.tech

## EDUCATION

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### Carnegie Mellon University | B.S. Computer Science and Business Administration

June 2020 - May 2024

- GPA: 3.57 | Dean's List
- CMU Tech & Entrepreneurship Community Lead | Product@CMU Board Member | Carnegie AI Safety Initiative Program
- Selected Courses: Algorithm Design & Analysis, Computer Systems, Optimization, Software Security, Business Communications

## EXPERIENCE

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### Cloud & Digital Consulting Intern (Microsoft Dynamics365, PowerApps)

June 2023 - Aug 2023

PricewaterhouseCoopers LLP | New York, NY, USA

- Integrated Microsoft enterprise sales and accounting software for 3 major clients in the banking and aviation sectors.
- Documented client needs and presented demos showing project D365, Azure, and PowerApps migration progress.
- Built Generative AI toolbox and internal AI strategy presentation for the PwC Operations Transformation team.

### Product Growth Intern (Platform Scaling)

May 2022 - May 2023

Daily Challenge with Po-Shen Loh | Pittsburgh, PA, USA

- Executed rebranding and advertisement overhaul, improving email CTR by 26% for 22,000+ contacts in Mailchimp.
- Implemented live chat & call bookings with Calendly and Formilla APIs, led to 1,500+ additional client conversations.
- Optimized dozens of user experience and visual design changes for website and sales platform based on market analysis.

### Product Management Intern

Sep 2021 - Feb 2022

Stayflexi | San Francisco, CA, USA | YC W'21

- Managed instant booking feature development, including patent research, Figma wireframes, focus group AB testing.
- Supervised overhaul of 140-page main company website, centralizing around sales funnels for 5-tiered pricing model.
- Reduced average onboarding time by 20% through adding smart autofill and interactivity to enrollment form process.

### Product Management Intern

May 2021 - Aug 2021

TruePlan | San Francisco, CA, USA | Series A, General Catalyst

- Deployed Fullstory & Intercom APIs to track activity patterns and create user stories for eight enterprise customers.
- Performed user research on key performance metrics of personas to create dashboard heatmaps and usability reports.
- Managed Linear board, categorized tickets, standardized the onboarding process, and wrote the first 5 blog articles.

## PROJECTS & ACTIVITIES

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### Engineering Lead, Mission Operations

Aug 2022 - Present

MoonShot | Pittsburgh, PA, USA | University Research

- Directed PrismRanger lander deployment mechanism trade studies for NASA proposal, managing team of 6 engineers.
- Performed viewshed & slope analysis on 120+ GB of lunar surface images from Planetary Data System + MoonTrek.

### Head Orientation Counselor

Dec 2022 - Oct 2023

Carnegie Mellon University | Pittsburgh, PA, USA

- Designed recruitment for 150+ Orientation Counselor and 37+ Orientation Leaders with staff retention rate of 95.2%.
- Reduced training time by 1/3 by collaborating with campus partners & stakeholders to redesign 20+ training sessions.

### Search Fund Analyst

Nov 2021 - Apr 2022

Paratus Capital | New York, NY, USA

- Filtered ~200,000 SMB companies, using quantitative analysis on data from IBISWorld, NetAdvantage, and Statista.
- Presented bi-monthly company proposals to principal and board, assisting in due diligence and investment decisions.

## SKILLS

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**Programming:** C, Python, Java, C++, Front-End (Vue.js, Gatsby, React), Back-End (Flask, Node), MySQL, Webflow

**Product Management:** Linear, Scrum, Airtable, Agile (Jira/GitLab), Miro, Excel, Intercom, Fullstory

**Design:** Photoshop, Canva, InDesign, Spark, Figma, LaTeX, Premiere Pro