

# Kevin Fang

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## EDUCATION

### Carnegie Mellon University

June 2020 – May 2024 | Pittsburgh, PA

Bachelors of Science | Business Administration, Computer Science

- Dean's List (2020 Fall, 2021 Spring)
- Relevant Coursework: Theoretical Computer Science, Operations Management, Functional Programming, Algorithms, Entrepreneurship

## EXPERIENCE

### Daily Challenge With Po Shen-Loh – Growth Intern

May 2022 – Present | Pittsburgh, PA

Seed-stage E-learning startup reinventing online classes for middle & high schoolers with interactive course livestreams

- Oversaw scaling company infrastructure, implementing internal metrics and marketing review, improving virality of product offering
- Planned and executed product line redevelopment, company website overhaul, and wrote several automated email sales campaigns
- Conducted data analytics to predict customer purchasing habits, developed a more effective multichannel sales funnel with custom CRM
- Formulated new B2B strategy, worked with charter, private, prep schools & homeschooling associations 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 to 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 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 recommendations

## PROJECTS

### MoonRanger – ConOps Lead

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

- Maintained Concept of Operations document, a step-by-step overview of rover procedures and actions during the entire lunar mission
- Advised development and remodeling of Mission Control center through submitting proposals, scouting locations, testing equipment
- Edited technical writeups on rover and subteam operations for official publication in press releases and the Moonranger website blog
- Documented paper missions and reviewed test plans, giving feedback on operators & procedures during simulation post-mortem analysis

### 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 metrics and sorting criteria in order 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, Logic Pro X, 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