

# 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, Organizational Behavior, Data Structures & Algorithms, Theoretical Computer Science

## EXPERIENCE

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

May 2022 – Present | 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 scaling company infrastructure, quantifying KPIs, metrics, and customer personas, automating sales and marketing funnels

### Stayflexi – Product Management Intern

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 new product features and redesigning sales funnel pathways on all platforms

### TruePlan – Product Management Intern

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 stories for our 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

### MoonRanger – Mission Operations Team

May 2022 – Present | Pittsburgh, PA

Lunar rover project developed at CMU in collaboration with NASA

- Directed design of Mission Control software and systems through managing screens, planning sprints, and testing mission procedures
- Performed watershed & slope analysis on over 120 GB of surface images from NASA's Planetary Data System and MoonTrek software
- Served as Command Officer and Systems Officer role stand-ins for MoonRanger and Iris lunar rovers' paper missions and simulations
- Edited technical write-ups on rover and subteam operations for official publication in press releases and the Moonranger website blog

### Paratus Capital – Search Fund Analyst

November 2021 – April 2022 | New York, NY

New York private equity firm under 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

## SKILLS & INTERESTS

**Product Management:** HubSpot, Linear, Notion, Intercom, Airtable, Jira, Miro, Calendly, Formilla

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

**Programming:** C, Python, MATLAB, StandardML, HTML, CSS, JavaScript, No-Code (Webflow, Bubble)

**Data Analytics:** R, SQL, Excel, Tableau, FullStory

**Languages:** English, Chinese (Mandarin): Bilingual