

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 online through interactive live streams and curriculum

- Oversaw scaling company infrastructure, quantifying KPIs, metrics, and customer personas, automating sales and marketing funnels
- Implemented live chat & consultation call bookings through Calendly and Formilla APIs, with over 1,500 client conversations to date
- Directly contacted dozens of school district representatives, industry leaders, math competition associations to coordinate partnerships
- Executed company rebranding and email marketing overhaul for 22,000+ contacts in Mailchimp, improving average email CTR by 26%

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, managing the development of new product features and redesigning sales funnel pathways on all platforms
- Supervised overhaul of a 140-page company website, providing feedback on sales funnels, five pricing packages, and feature descriptions
- Modernized form-based customer onboarding system with interactivity and smart autofill, decreasing mean client time to complete by 1/3
- Researched algorithm patents and created several sets of wireframes and prototype screens on Figma for a new instant booking product

TruePlan – Product Management Intern

May 2021 – August 2021 | San Francisco, CA

Series A startup building recruiting and financial planning software for high-growth companies seeking visibility on headcount

- Spearheaded user research, collected metrics, advised strategy, and designed marketing material, directly reporting to the executive board
- Created the four primary customer personas and redesigned the current website and sales funnel around them in Figma and Webflow
- Managed Linear board, identified & prioritized codebase issues, standardized onboarding process, and wrote the first five blog articles
- Implemented Fullstory & Intercom APIs to track individual customer usage patterns and create stories for our eight clients and 30 POIs

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

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

Paratus Capital – Search Fund Analyst

November 2021 – April 2022 | New York, NY

Private equity firm under Search Fund investment model, with an acquisition focus on mid-sized US-based niche industries

- Selected as the first undergrad intern by principal; worked personally under board of directors to conduct research and interview owners
- Contacted hundreds of individual owners, investors, and industry leaders, compiling dozens of reports on niche sectors and their trends
- Filtered through the ~200,000 mid-sized companies in the US, cross-referring lists of leads and estimations of their fundamentals in Excel
- 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