# Kevin Fang

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## EDUCATION

**Carnegie Mellon University**                                    **June 2020 – May 2024 | Pittsburgh, PA**
Bachelors of Science | Intended Double Major in Business Administration and Computer Science
• GPA: 3.57 | Dean's List (2020 Fall, 2021 Spring)
• Relevant Coursework: Imperative Computation, Functional Programming, Algorithms, Marketing, Statistics and Data Science

## EXPERIENCE

**Stayflexi – Product Management Intern**                         **September 2021 – Present | 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 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 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

**ANicoleTay Marketing LLC – Sales & Operations Intern**          **January 2021 – May 2021 | Pittsburgh, PA**
Boutique Pittsburgh firm specializing in management consulting, social media engagement, website design services
• Responsible for a variety of programs including brand awareness plans, sales forecasting, SEO optimization, and customer retention
• Planned and executed product line redevelopment, company website overhaul, and launch of an automated email sales campaign
• Conducted data analytics to sort strength of leads on acquired lists, navigated sales process and closed leads in a variety of industries
• Formulated business strategies, launched promotional campaigns, and created marketing materials for over a dozen corporate clients

## PROJECTS

**Vountutors – Web Developer**                                    **June 2020 – October 2020| Ann Arbor, MI**
Nonprofit organization matching low-income students affected by the pandemic with tutoring and educational resources
• Assisted in creating online dashboard, landing page, and log-in pathway mockups in Figma, then implementing with Vue and Auth0
• Experimented with different approaches to UI/UX, engaging in user blind testing to improve accessibility of user onboarding process
• Remodeled management's initial, idealized vision of the finished web app based on research findings and realistic development timelines
• Compiled reports on ways to increase efficiency of development, implement a lean startup structure, and reduce overall operating costs

**Project Helping Hands – Founder**                               **May 2018 – May 2020 | San Ramon, CA**
Fiscal education and advocacy organization organizing financial workshops and hackathons in local communities
• Organized weekly personal finance and investment workshops along with financial "hackathon" competitions for young adults
• Negotiated with corporate and non-profit groups to secure sponsorships, guest speakers, and hosted exhibition booths at events
• Recognized by California Assemblymember Rebecca Bauer-Kahan (16th District) for "Outstanding Community Contribution"
• Awarded the Edward D. Miller Award and First Place at the 2019 National American Enterprise Competition hosted in San Antonio

## SKILLS & INTERESTS

**Product Management:** FullStory, HubSpot, Linear, Intercom, FreshDesk, Airtable
**Design:** Photoshop, Canva, InDesign, Spark, Figma, LaTeX, Logic Pro X, Premiere Pro
**Programming:** Front-End (Vue.js), C, Python, StandardML, No-Code (Webflow, Bubble)
**Data Analytics:** R, SQL, Excel, Tableau
**Languages:** English, Chinese (Mandarin): Bilingual
**Hobbies:** Water Polo, EMS, Music Production, Ballroom Dancing