

# Kevin Fang

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## EDUCATION

### Carnegie Mellon University

June 2020 – May 2024 | Pittsburgh, PA

Bachelors of Science | Business Administration, Intended Additional Major in Computer Science

- GPA: 3.57 | Dean's List (2020 Fall, 2021 Spring)
- Relevant Coursework: Theoretical Computer Science, Statistics & Data Science, Functional Programming, Algorithms, Entrepreneurship
- University Orgs: Water Polo Goalie, EMS Member, The Triple Helix President, Ballroom Dancer, AB Finance Chair

## 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 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 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

### 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

### Project Helping Hands – Founder

May 2018 – May 2020 | San Ramon, CA

Fiscal education and advocacy startup 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 exhibition booths at org 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:** HubSpot, Linear, Intercom, FreshDesk, Airtable

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

**Programming:** C, Python3, StandardML, No-Code (Webflow, Bubble)

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

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