Brandon Z. Chin

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EDUCATION

Babson College   Expected Graduation: May 2024
B.S. in Business Administration, Concentration in Technology Entrepreneurship   GPA: 3.62
Coursework: Data Analytics, IT Management, Project Management, Python, Web Development, Machine Learning in R, Blockchain, Computer Science, Ethics of Technology, Entrepreneurial Innovation

PROFESSIONAL EXPERIENCE

Product Management Intern   June 2023 – August 2023
Publicis Sapient
- Co-led a team of 5 Software Engineer Interns in Scrum to build an expense management app for iOS/Android.
- Developed a PRD and divided it into 97 tickets within JIRA across 4 sprints that resulted in the successful creation of our app.
- Conducted 18 usability interviews across 4 sprints that resulted in changes to UI/UX and collaborated with UX designers.
- Built a test AI chatbot to strategize the integration of an AI chatbot in the app, aiding in the creation and deployment.
- Performed market research on competitor apps to identify key features for the MVP and to pinpoint common user complaints.
- Presented, with my team, the final app at an intern presentation to highlight product benefits to users and company executives.

Product Management Intern   February 2022 – April 2022
Mobilize.IT
- Analyzed 15 features with the Senior VP to identify product optimization: resulting in 3 UI fixes to the app's design.
- Interviewed 30+ users to discover user pain points and authored 5 blog posts about product-market fit for U.S. markets.
- Crafted competitor analysis to pinpoint gaps for product differentiation, leading to 5 feature recommendations.

Business Development Intern   January 2022 – April 2022
Echo3D
- Constructed a competitor analysis and presented 6 features to enhance market competitiveness.
- Collaborated with the CEO to address 6 UI issues by conducting an extensive review of the user journey map for their SaaS product.
- Sourced clients in the retail clothing industry and provided contact details to the VP of Sales for generating sales leads.

Financial Analyst Intern   June 2021 – August 2021
Digital Factory
- Developed an Excel calculator to evaluate OPEX for a $3M nationwide project at Walgreens.
- Created and refined a $5M OPEX financial model for the Sales VP, facilitating precise calculation of development costs.

PROJECT EXPERIENCE

Product Manager   September 2023 – Present
Fei Yang Travel (Family Business)
- Identified areas for improvement, effectively communicated the vision, and executed the plan for a B2C app and website.
- Designed a B2C iOS app using Figma to convey feature requirements to executives, securing approval after three rounds of feedback.
- Analyzed B2C web features of competitors and developed a dynamic B2C website with Javascript and React showcasing products.
- Wrote a 10-page PRD outlining goals, users, features, and UX flow to effectively communicate requirements to the software team.

Co-Founder & Product Manager   September 2020 – May 2021
Sticker Pack (Student Startup)
- Founded an e-commerce venture to offer custom stickers for students, securing $1000+ in funding from Babson's startup competition.
- Orchestrated end-to-end operations, including A/B testing, collaboration with a product designer, U.S. manufacturing, and delivery.

"Loan Risk Assessment" – Machine Learning in R Project   April 2023
- Performed an analysis of a comprehensive dataset encompassing key variables to assess the probability of loan default
- Identified optimal ML model through rigorous evaluation in R, succinctly documented in a comprehensive 21-page report.

"Hospitality Game" – Roblox Game Developer   April 2016 – August 2021
- Developed a Lua-based Roblox game that amassed 116,000+ sessions and fostered a vibrant community with 2,500+ active users.

LEADERSHIP EXPERIENCE

Vice President of Community Service	*Delta Sigma Pi*	Front-end Development Mentor	*Babson Product Club*
Vice President of Finance	*Babson Coding Club*	**Student Mentor**	*Babson Asian Culture Club*
Resident Assistant	*Babson Residence Life*	**Social Media Manager**	*Phi Delta Theta*

SKILLS & CERTIFICATION

Programming: HTML/CSS, JavaScript (React, Node.js), SQL, Python, R (R Studio), Lua (Roblox Studio)
Software: Figma, Canva, Git/GitHub, Tableau, Excel, Jira, Confluence, Trello, Notion, Miro, Netlify, Asana
Certification: Product Management (EntryLevel), React (Udemy), React w/ Google Bard & PalM2 API (LinkedIn)