Brandon Z. Chin

From turning data into insights, shaping product strategy, and building full-stack solutions.

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EDUCATION

Babson College   January 2020 - May 2024
B.S. in Business Administration, Concentration in Technology Entrepreneurship   *Magna Cum Laude* GPA: 3.67
Coursework: Advanced Data Analytics, Machine Learning in R, Project Management, Python, Web Development, Computer Science

PROFESSIONAL EXPERIENCE

Data Science Consultant Analyst | *MathCo*   June 2024 – Present
- Currently undergoing training in data engineering with SQL and Python, with a focus on applying data science consulting principles.

Product Manager & Full-stack Web Developer | *Fei Yang Travel*   September 2023 – Present
- Developed a comprehensive full-stack e-commerce platform using React and Next.js, incorporating an inventory management dashboard. This solution addressed legacy issues and significantly enhanced cross-company communication, making it easier for employees to understand product highlights and effectively sell to customers. (*https://www.feiyangtravel.com*)
- Created a 1-year roadmap, prototyped a Figma design, and established clear delivery dates for each stage of the e-commerce website.
- Analyzed U.S. competitors to identify areas of business and product optimization, resulting in a 10-page PRD for the website.
- Launched and designed an omnichannel marketing campaign to grow brand awareness for Chinese travelers seeking a travel agency.

Product Management Intern | *Publicis Sapient*   June 2023 – August 2023
- 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.

Product Management Intern | *Mobilize.IT*   February 2022 – September 2022
- 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.

Business Development Intern | *Echo3D*   January 2022 – April 2022
- Constructed a competitor analysis and identified 6 features to enhance market competitiveness and presented findings to CEO.
- Collaborated with the CEO to address 6 UI issues by conducting an extensive review of the user journey map for their SaaS product.

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

PROJECT EXPERIENCE

Participant | *(36-hour Tufts Product Hackathon focused on addressing educational problems)*   February 2024
- Identified problem (poor intellectual stimulation between ages 15-25), interviewed 28 target audience, brainstormed possible app solutions, defined TAM/SAM/CAGR, prioritized MVP requirements and coordinated Figma designs leading to a final presentation.

Co-Founder & Product Manager | "*Sticker Pack" (Student Startup)*   September 2020 – May 2021
- 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 Development)*   April 2016 – August 2021
- Developed a game in Lua by identifying a gap in the market and using Agile: 116,000+ play sessions and community of 2,500+ 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, Next.js), SQL, Python, R (R Studio)
Software: Figma, Canva, Git, Tableau, Excel, Jira, Confluence, Firebase, Supabase
Certification: PM Bootcamp *(EntryLevel)*, React *(Udemy)*, React w/ Google Bard & PalM2 *(LinkedIn)*, SQL / Python *(DataCamp)*