

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, Technology Management, Project Management, Python, Web Development, Machine Learning in R, Blockchain Technologies, 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 – September 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 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

June 2021 – August 2021

Digital Factory

- 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

Product Manager "Fei Yang Travel" (Volunteering for Small Business)

September 2023 – Present

- Identified areas for improvement, designed a B2C iOS app, using Figma, to convey vision and feature requirements.
- 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 communicate requirements to the software team.

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), SQL, Python, R (R Studio)

Software: Figma, Canva, Git, Tableau, Excel, Jira, Confluence

Certification: Product Management (EntryLevel), React (Udemy), React w/ Google Bard & Palm2 API (LinkedIn)