

Brandon Chin

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EDUCATION

Babson College

B.S. in Business Administration, Concentration in Technology Entrepreneurship

January 2020 - May 2024

Magna Cum Laude GPA: 3.67/4.00

Coursework: Advanced Data Analytics, Machine Learning, Project Management, Python, Web Development, Computer Science

PROFESSIONAL EXPERIENCE

Product Manager & Full-stack Web Developer | Fei Yang Travel

September 2023 – Present

- Developed a comprehensive 1-year roadmap for a product launch in collaboration with management, including prototyping in Figma and defining clear delivery milestones for each project phase.
- Conducted in-depth analysis of U.S. competitors to identify business and product optimization opportunities, culminating in a detailed 10-page Product Requirements Document (PRD) for the website.
- Designed and executed an omnichannel marketing campaign targeting Chinese travelers seeking travel agency services, leveraging short-form content creation, Canva visuals, and Adobe Premiere for video editing. Campaign generated over 1K+ views and increased brand awareness.
- Built and deployed a full-stack e-commerce platform using React and Next.js, integrating features like an inventory management dashboard and a searchable inventory database. Achieved 32K+ page views and 5K+ unique visitors within the first 3 months post-launch, with a 1.5% e-commerce conversion rate (*View project: www.feiyangtravel.com*)

Data Engineer | MathCo

June 2024 – Present

- Optimize data pipelines, ensure data quality, address ad-hoc client inquiries, and maintain proactive stakeholder communication.
- Developed a comprehensive machine learning pipeline in Python to transform retail data into actionable insights through data cleaning, transformation, standardization/normalization, and feature engineering followed by model training and model evaluation.
- Built a dynamic Power BI dashboard for consumption analytics, enabling management to easily access and interpret key insights to drive strategic decisions.
- Created and delivered presentation decks in PowerPoint to clearly communicate data-driven insights, process methodologies, and actionable recommendations to stakeholders.

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.

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, devised MVP requirements, coordinated Figma designs, and built a pitch deck 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 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" | (Game Development Project)

April 2016 – August 2021

- Developed a game in Lua by identifying a gap in the market and using Agile: 116K+ play sessions and community of 2.5K+ users.

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, PowerBI, Google Sheets, PowerPoint

Certification: PM Bootcamp (EntryLevel), React (Udemy), React w/ Google Bard & PalM2 (LinkedIn), SQL & Python (DataCamp)