

Brandon Z. Chin

From transforming data into insights and shaping product strategy to building full-stack solutions

bcchin1@babson.edu | <http://www.brandonchin.com/> (Portfolio)

EDUCATION

Babson College

January 2020 - May 2024

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

Magna Cum Laude GPA: 3.67/4.00

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

- 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 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

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)