

Brandon Z. Chin

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

bchin1@babson.edu | <http://www.brandonchin.com/> (Portfolio)

EDUCATION

Babson College

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

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

January 2020 - May 2024

Magna Cum Laude GPA: 3.67

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://project-phoenix-lemon.vercel.app/>)
- 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)