

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, IT Management, Project Management, Python, Web Development, Machine Learning in R, Blockchain, 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 presented 6 features to enhance market competitiveness.
- Collaborated with the CEO to address 6 UI issues by conducting an extensive review of the user journey map for their SaaS product.
- Sourced clients in the retail clothing industry and provided contact details to the VP of Sales for generating sales leads.

Financial Analyst Intern

June 2021 – August 2021

Digital Factory

- Developed an Excel calculator to evaluate OPEX for a \$3M nationwide project at Walgreens.
- Created and refined a \$5M OPEX financial model for the Sales VP, facilitating precise calculation of development costs.

PROJECT EXPERIENCE

Product Manager

September 2023 – Present

Fei Yang Travel (Family Business)

- Identified areas for improvement, effectively communicated the vision, and executed the plan for a B2C app and website.
- Designed a B2C iOS app using Figma to convey feature requirements to executives, securing approval after three rounds of feedback.
- 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 effectively communicate requirements to the software team.

Co-Founder & Product Manager

September 2020 – May 2021

Sticker Pack (Student Startup)

- 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 Developer

April 2016 – August 2021

- Developed a Lua-based Roblox game that amassed 116,000+ sessions and fostered a vibrant community with 2,500+ active 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), Lua (Roblox Studio)

Software: Figma, Canva, Git/GitHub, Tableau, Excel, Jira, Confluence, Trello, Notion, Miro, Netlify, Asana

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