

Brandon Z. Chin

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EDUCATION

Babson College

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

Expected Graduation: May 2024

GPA: 3.62

Coursework: Data Analytics, IT Management, Project Management, Python, Web Development, Machine Learning, Blockchain, Computer Science, Ethics of Technology

Waseda University, School of International Liberal Studies

June 2022 – August 2022

Study Abroad Coursework: Ethics of Technology, Metaphysics, Japanese History, and Japanese Language

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 designs.
- Built a mock 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 – April 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 Operation Intern

January 2022 – April 2022

Echo3d

- Built a competitor analysis and pitched 6 features to improve market competitiveness.
- Collaborated with the CEO, to address 6 UI issues through an extensive review of the user journey map of their SaaS product.
- Sourced clients using SeamlessAI for the retail clothing industry and delivered contacts to the VP of Sales for sales leads.

Financial Analyst Intern

June 2021 – August 2021

Digital Factory

- Built an Excel calculator to assess OPEX for a \$3M nationwide project for Walgreens.
- Constructed and revised a \$5M OPEX financial model for the Sales VP to calculate development costs.

PROJECT EXPERIENCE

Product Manager

September 2023 – Present

Fei Yang Travel (Family Business)

- Designed a B2C iOS app on Figma to communicate feature requirements to executives and got approval after 3 rounds of feedback.
- Analyzed competitors' B2C web features and built a B2C website with JavaScript and React, that dynamically displays tour products.
- Crafted a 10-page PRD to define goals, users, features, and UX flow and negotiated the cost of development: saving \$15,000.

Co-Founder & Product Manager

September 2020 – May 2021

Sticker Pack (Student Startup)

- Founded an e-commerce company and won \$1000+ in funding in Babson's campus-wide startup competition.
- Conducted A/B testing, collaborated with a product designer, manufactured products in the U.S., and delivered to customers.

Lead Game Developer

April 2016 – August 2021

Roblox

- Built a Roblox video game, in Lua, that generated over 116,000 sessions and created a community of over 2,500 active users.

LEADERSHIP EXPERIENCE

Vice President of Community Service | *Delta Sigma Pi*

Vice President of Finance | *Babson Community of Developer and Entrepreneur Club*

Resident Assistant | *Babson Residential Housing and Life*

Student Mentor | *Babson Asian Pacific Student Association*

Front-end Development Mentor | *Babson Product, Building, and Jamming Club*

SKILLS & CERTIFICATION

Programming Languages: HTML/CSS, JavaScript (React, Node.js), SQL, Python, R (R Studio), Lua (Roblox Studio)

Tools: Figma, Canva, GitHub, Tableau, Excel, Jira, Confluence, Trello, Notion, Miro, Netlify, Asana

Certification: Product Management (EntryLevel.net), React (Udemy), React w/ Google Bard & PalM2 API (LinkedIn)