

# Brandon Z. Chin

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## 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

### Product Manager | Fei Yang Travel (Volunteering w/ Family Small Business)

September 2023 – Present

- Tasked with a broad goal: establish an e-commerce presence for a brick-and-mortar store. Conducted thorough stakeholder interviews to identify key goals, budget constraints, customer use cases, employee use cases, and the timeline of delivery.
- Created a 1-year roadmap, prototyped a Figma design, and established clear delivery dates for each stage of the e-commerce website.
- Finished a 67-hour web development course on Udemy to help family business develop the website in-house instead of outsourcing.
- Analyzed U.S. competitors to identify areas of business and product optimization, resulting in a 10-page PRD for the website.
- Developing an e-commerce platform with Next.js and Supabase while continuously gathering feedback from stakeholders
- Defining and building their 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.
- Presented, with my team, the final app at an intern presentation to highlight product benefits to users and company executives.

### 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.
- Crafted competitor analysis to pinpoint gaps for product differentiation, leading to 5 feature recommendations.

### 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:** Product Management (EntryLevel), React (Udemy), React w/ Google Bard & PalM2 API (LinkedIn)