

Ethan Tao

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EDUCATION

Carnegie Mellon University

Bachelor of Science in Business Administration

Pittsburgh, PA

Expected 05/2028

Relevant Coursework: Introduction to Data Structures, Fundamentals of Programming and Computer Science, Multivariate Analysis, Probability and Statistics for Business Applications, Integration and Approximation, Differential and Integral Calculus

GPA: 4.0

North Allegheny High School

High School Diploma

Wexford, PA

08/2020 - 05/2024

Weighted GPA: 4.5313 (Unweighted GPA: 4.0) | **SAT:** 1580

PROJECT EXPERIENCE

Product Management Academy (PMA) of Business Technology Group (BTG)

Pittsburgh, PA

Member

09/2024 - Present

- Designed friends list, watch party, watch list features for the Netflix platform and proposed to senior product managers from Amazon, Google, Capital One, Aurora, Atlassian, and Cognizant
- Outlined a second-hand furniture marketplace within the Airbnb platform and presented to alumni in product management
- Developed 11 wireframes to illustrate the user journey for sellers and buyers
- Clarified 50+ key functionalities and criteria, including success metrics, low/mid/high fidelity prototyping, future version development, pain points, listing management, recommendation algorithm, payment processing, and shipping logistics

College Bot App

Wexford, PA

Project Leader; Website Designer

06/2022 - 08/2024

- Designed and developed a free website for forecasting college admissions outcomes, utilizing online data, user feedback, LLM integration, and predictive algorithm development
- Increased MAU by 50% through synthesizing 5 user interviews to identify 9 key user needs and improve website accessibility
- Reduced data processing speed by over 300% through training and integrating an LLM to summarize and categorize data into 2,000+ student profiles
- Improved prediction accuracy by 20% through designing and implementing a predictive algorithm that forecasted college admission outcomes by analyzing historical data from similar student profiles

LEADERSHIP EXPERIENCE

Distributive Education Clubs of America (DECA)

Wexford, PA

Vice President 2023-2024

08/2022 - 05/2024

- Achieved top 20 placement internationally as a CDC Finalist (out of 200 competitors) and secured 1st place at State and District CDC competitions
- Increased DECA chapter budget by 12% through planning fundraisers with officers at the Pennsylvania State Officer Summit
- Organized the 2023-24 District Conference with 350+ attendees by overseeing venue arrangements, coordinating with 13 officers, and managing logistics
- Led monthly meetings for 350+ students, creating and delivering lectures on competition strategies, organizing competition information, mentoring underclassmen, and hosting mock competitions and team-building activities

North Allegheny High School Future Business Leaders of America (FBLA)

Wexford, PA

President 2023-2024; Vice President 2022-2023

08/2022 - 05/2024

- Placed 5th at the Pennsylvania Regional Conference and qualified for the State Conference in Computer Problem Solving
- Initiated and led weekly meetings for 30+ students, providing training material on business skills, computer science concepts, and public speaking

ADDITIONAL EXPERIENCE

McDonald's Corporation

Wexford, PA

Customer-Service Associate; Cashier; Cook; Cleaner 2021-2022

06/2021 - 08/2022

- Increased customer complaints resolution rate by 20% through identifying common complaints and recommending service improvements, such as proactive communication of wait times during peak hours and efficient delegation of tasks

SKILLS & INTERESTS

Technical: Java, Python, HTML/CSS, Premiere Pro, After Effects, Photoshop

Interests: Card Magic, Video Editing, Volleyball, Basketball, Soccer