

Lucas Kim

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EDUCATION

University of California, Berkeley | May 2023

GPA: 3.92/4.0

Intended B.S. Business Administration, *Walter A. Haas School of Business*

ACT: 35/36

Intended B.A. in Data Science, College of Letters and Sciences

Honors & Awards: PwC Case Competition Finalist, NJ Entrepreneurship Finalist, President's Service Award, Model UN Best Delegate

Select Coursework: Principles and Techniques of Data Science, Structure and Computation of Computer Programs, Principles of Business

WORK EXPERIENCE

Flyerstack

Berkeley, CA

Product & Strategy Intern

Jun 2021 – Aug 2021

- Led management of Closed & Open Beta consisting of over 200 users, and conducted 44 product interviews with actionable feedback
- Built responsive, rebranded website using Webflow and HTML principles with 7 unique mockups leading to 187 Open Beta signups
- Spearheaded communication with the development and design teams to prioritize the filter feature based on feedback before launch

LearningPal, inc.

Sunnyvale, CA

Product Design Intern

Jun 2021 – Aug 2021

- Built fully redesigned dashboard of LearningPal's main document management software after conducting 15+ interviews with SMB
- Led the design process and user workflow of joint venture project with ClinIQ for a vaccine passport specific for the Tokyo Olympics
- Constructed fleshed out digital marketing strategy on 5 mediums and designed B2B brand character aligning with company values

Spotify | Berkeley Business Society

Berkeley, CA

Marketing Consultant

Jan 2021 – Present

- Produced 5 product mockups on Adobe Photoshop and Figma used to construct a cohesive brand campaign for Spotify's *Hot Country*
- Collaborated with a group of 7 driven students to build 5 unique personas and brainstorm 14 feasible and actionable marketing efforts
- Assisted group members in slide design consultations contributing to 81 slide presentation individually outside of division meetings

Steelcase x One Workplace | Berkeley Innovation

Berkeley, CA

Product Design Consultant

Jan 2021 – Present

- Mapped out survey and interview insight from survey of 400 respondents to understand how we might innovate the current classroom
- Spearheaded communications with five clients for 2 hours on a week-to-week basis with continuous updates and further questions
- Designed high-fidelity, innovative prototypes for 1st Floor Moffit classroom floor plans with VR/AR, renderings, and CAD modelling

Coursera | Berkeley Business Society

Berkeley, CA

Strategy Consultant

Oct 2020 – Dec 2020

- Generated 114 course ideas, organized into 2 lists ranked by revenue and popularity using R studios from a survey of 300 respondents
- Pitched 32 slide deck to Coursera's content strategy team, providing new insight on Gen-Z trends, partnerships, and customer persona
- Constructed 4-step methodology based on national data, relative popularity, and aided enrollment, to rank classes by revenue potential

LEADERSHIP & EXTRACURRICULARS

Berkeley Business Society

Berkeley, CA

Design Chair, Photography Chair

Dec 2020 – Present

- Designed 6 flyers, 3 Instagram posts, and 2 Zoom Backgrounds on Figma and AI, yielding an info session audience of 97 attendees
- Coordinated with Technology Chairs to rebrand club website, integrating features such as interactive recruitment timelines and icons
- Organized headshot schedules for 54 club members, touched up each photo on Photoshop and distributed photos through DropBox

Tennis (Boys' Varsity, West Rock Tennis Academy)

Hackensack, NJ

2-Year Captain, 4-Year Varsity, Assistant Coach

Sep 2016 – May 2020

- Mentored 45+ students from Ages 5-13 and led 2-hour practices three times a week, establishing tennis basics and a strong foundation
- Guided daily practice for 15 athletes, earned 3 County Championships, 3 State Semifinalist titles, and school's 1st "Team of the Year"
- Recognized as Bergen County's 3rd Singles champion (2017), 2nd Singles champion (2018, 2019) contributing to county titles each year

BCA Mart

Hackensack, NJ

Head of Marketing

Sep 2016 – Jun 2018

- Revamped the marketing strategy of the official school store with promotions and social media, generating 300+ views per video
- Introduced new Loyalty Card promotion, increasing sales by \$1,045 and ending a previous downward trend in total sales and assets
- Increased total assets by \$14,000 over two years through new, sleek clothing designs and innovative promotions with local businesses

SKILLS & INTERESTS

- **Skills:** Python, Pandas, SQL, HTML, CSS, Bootstrap, Excel, Final Cut, Pro Adobe Photoshop, Adobe Illustrator, Korean, Figma,
- **Interests:** Tennis, Cycling, Vlogging, Quadratic Voting, Hiking, Investing, Fantasy Sports, Betta Fish, Korean Barbecue, Bowles Hall