



Lucas Kim

Product manager deeply passionate about captivating audiences.

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EDUCATION

University of California, Berkeley

Aug 2020 - May 2023
B.S Business Administration
B.A Data Science

GPA: 3.9/4.0
ACT: 35/36

SKILLS

UI/UX (Figma, Adobe CC)

● ● ● ● ● Expert

Strategy & Prioritization

● ● ● ● ● Expert

Data Analysis (SQL, R, Excel)

● ● ● ● ● Expert

Prototyping & Iterating

● ● ● ● ● Expert

Python (Numpy, Pandas)

● ● ● ● ● Advanced

WebDev (HTML / CSS)

● ● ● ● ● Advanced

AWARDS

PwC Case Competition

Finalist (Dec 2020)

INTERESTS

Club Tennis, Gravel Biking, Vlogging, Fantasy Sports, Betta Fish, Korean Barbecue, Quadratic Voting, Discomfort

WORK EXPERIENCE

Product & Strategy Intern | Flyerstack

📍 Berkeley, CA 📅 May 2021 - Present

- Led management of Closed & Open Beta consisting of over 200 users and 44 product interviews leading to actionable feedback
- Built responsive website using Webflow and HTML foundations with 7 unique mockups drawing 187 open beta signups
- Spearheaded communication with the development and design teams to establish a prioritized list of features for launch based on user feedback

Product Design Intern | LearningPal, inc.

📍 Sunnyvale, CA 📅 May 2021 - Present

- Built fully redesigned dashboard of LearningPal's main document management software after conducting 15+ interviews with clients at Daikin American and ...
- Led the design process and user workflow of joint venture project with ClinIQ for a vaccine passport dedicated for the 2020 Tokyo Olympics
- Constructed pre-launch digital marketing strategy on 5 mediums and designed B2B brand character aligning with company values

Growth Marketing Consultant | Spotify

📍 Berkeley, CA 📅 Jan 2021 - Jun 2021

- Produced 8 unique product mockups on Photoshop and Figma used to construct a cohesive brand campaign for Spotify's *Hot Country*
- Spearhead campaign brainstorm sessions using insights from survey analysis of 657 respondents using RStudio and Excel
- Constructed 5 unique personas, each associated with 3 unique marketing efforts based on their traits and affinities

Strategy Consultant | Coursera

📍 Berkeley, CA 📅 Sep 2020 - Dec 2020

- Generated 114 course ideas, organized into 2 ranked lists based on revenue and popularity using RStudio to analyze survey results from 364 respondents
- Built 4-layered methodology factoring in national data, relative popularity aided enrollment, and general interest to rank classes by revenue potential
- Brainstormed 12 different actionable academic and professional partnerships based on 7 successful case studies to increase college presence on the platform

LEADERSHIP

Design & Photography Chair | Berkeley Business Society

📍 Berkeley, CA 📅 Dec 2020 - Present

- Led design process for Spring 2021 and Fall 2021 recruitment including flyers, Instagram posts, using Figma and Adobe Illustrator
- Taught weekly design workshops for 34 newly recruited members practicing basic skills on Figma and other design principles
- Organized headshot schedules for 74 club members, touching up photos on Photoshop