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Kevin Lau

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SKILLS

- **Languages:** Python, C++, MySQL, PostgreSQL
- **Web:** Flask, JavaScript, HTML/CSS (Jade/Stylus), jQuery, Node.js, Ruby on Rails
- **Business:** Strategy, Research, Negotiation, Partnerships, Project Management, Marketing
- **Software:** Git, Excel, Adobe Creative Suite, Balsamiq, Mixpanel, Customer.io, RelateIQ
- **Interested in Learning:** Infrastructural System Design, Product Engineering, Growth Strategy

WORK EXPERIENCE

Data Scientist-Growth Strategy at Brilliant   San Francisco, California • May 2014 - Aug. 2014

- Delivered 8x increase in reactivation pipeline efficiency using Python scripts, Amazon S3, SQLite
- Improved user acquisition by 150% and customer reactivation rates by 400%, on 800,000+ WAUs
- Designed experiments based on socio-demographic data analysis (R, SQL) and market research

Associate-Insight Engineer at Formation8 Partners   San Francisco, California • Jan. 2015 - May 2015
- Advised on investment strategy for over 20 companies on Joe Lonsdale's IT investment team
- Led due diligence, market data research and analysis, pitches, negotiation, deal flow, talent flow
- Consulted on marketing, growth and technology strategy for portfolio companies

Web Developer at SoundBrush   Waterloo, Ontario • Sept. 2013 - Dec. 2013

- Developed Node.js and MongoDB based web tool for managing over 10,000 music projects
- Prepared transition of application backend from Parse to Deployd in JavaScript
- Began developing a "github for music" web platform for online collaborative music creation and sharing

PROJECTS

Hack the North, Co-Founder and Co-Director • hackthenorth.com
- Founded and spearheaded the organizing of Canada's first massive, international scale hackathon
- Built strategic partnerships with YC, university faculty, VCs, startups, financial and tech companies
- Managed a 100+ person team in 3 layers of management and led a $280,000 fundraising campaign
- Featured on CBC News, CTV Television News, TechVibes, Radio News, Vice (Motherboard), BetaKit

Trail, LAUNCH Hackathon 2015
- Curricula discovery web platform, allowing visibility into resources used by an individual to learn a specific skill or knowledge around a given field
- Built With: HTML/CSS, JavaScript, React.js, Flask, SQLAlchemy, PostgreSQL, Facebook API

Populate, hackMIT 2013 • populate-mit.herokuapp.com
- Online article reading platform with dynamic, content-relevant links to donation or volunteering activities
- Built With: Django, MongoDB, HTML/CSS, PostgreSQL, AlchemyAPI, Twitter, Instagram, OpenIDEO

EDUCATION

Systems Design Engineering, Minor in Computer Science
University of Waterloo, Expected Graduation: 2017

- Member of the Velocity Residence for Entrepreneurs; admitted since freshman year
- Selected member of the Canadian Federation of Engineering Students Congress delegation, representing over 70,000 engineering students to debate the future growth of Canadian Engineering