me@kevinlau.me

Kevin Lau

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SKILLS

- **Languages:** Python, C++, SQL (MySQL, PostgreSQL, SQLite)
- **Web:** React.js, Redux, JavaScript, Flask, Django, HTML/CSS, jQuery, Node.js
- **Business:** Strategy, Research, Negotiation, Partnerships, Sales/Marketing, Management
- **Software:** Git, Slack, Email, MS Excel, Adobe Creative Suite, Sketch, Mixpanel, Customer.io
- **Interested in Learning:** Infrastructure, Distributed Systems, Growth and Product Strategy

EDUCATION

Systems Design Engineering & Computer Science at University of Waterloo [Graduating 2017]

- CS 350: Writing an operating system for the Cortex M-3 ARM processor in C
- ECE 351: Writing a compiler for VHDL(subset) to MIPS in Java
- Other Relevant Courses: Usability Design, Digital Logic and Computation, Signals and Control Systems
- Member of the Velocity Residence for Entrepreneurs; admitted since freshman year
- School Representative for the Canadian Federation of Engineering Students National Congress, 2014
- Sequoia Capital Campus Ambassador for Waterloo; 1 of 14 selected from top North American colleges

WORK EXPERIENCE

Software Engineer at Kindred AI (Stealth Startup)   San Mateo, California • Sept. 2015 - Dec. 2015

- Designed and implemented the Kindred Artificial Intelligence web platform and API from scratch
- Planned and conducted user studies, made mocks and concept drawings, ran user walkthroughs
- Built With: React.js, Redux, JavaScript (JSX, ES6, jQuery), Bootstrap, Flask, Redis, Sketch, Photoshop

Associate at Formation8 Partners LLC   San Francisco, California • Jan. 2015 - May 2015

- Advised on investment strategy for 20+ startups for $500MM+ Venture Fund on Joe Lonsdale's IT team
- Built strategic partnerships, led negotiations, pitches, and diligence with CEOs and engineering teams
- Advised portfolio companies on corporate, product and growth strategy, marketing, sales, partnerships

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 (Pandas, SQL) and market research

UX Researcher at Games Institute (University of Waterloo) Waterloo, Canada • May 2013 – Sept. 2013

- Developed a custom Rails web app using SQL to facilitate, design and implement a school-wide study about touch panel usage heuristics.

PROJECTS

Hack the North, Co-Founder & Co-Chair 2014, 2015 • 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 $500,000 fundraising campaign

Trail, LAUNCH Hackathon 2015 • github.com/thekevlau/trail

- Curricula-discovery platform, allowing visibility into time allocation & resources used by others to learn
- Built With: HTML/CSS, JavaScript, React.js, Node.js, SQLAlchemy, PostgreSQL, Facebook API