

Kevin Lau

linkedin.com/in/thekevlau • github.com/thekevlau • www.kevinlau.me

SKILLS

- **Web:** JavaScript, HTML/CSS (Jade/Stylus), jQuery, Node.js, Ruby on Rails
- **Languages:** Python, C++, R, SQL(ite), Matlab
- **Business:** Consulting, Strategic Planning, Statistics, Negotiation, Research, Marketing
- **Software:** Git, Excel, Adobe Creative Suite, Balsamiq, Mixpanel, Customer.io
- **Interested in Learning:** Data Analysis, Infrastructure, Project Management, Private Equity

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

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 hackathon
- Built strategic partnerships between numerous sponsors and event partners and developed vision
- Managed a 100+ person team in 3 layers of management and aided a \$280,000 fundraising campaign
- Featured on CBC News, CTV Television News, TechVibes, Radio News, Vice (Motherboard), BetaKit

#hugsguy, Penn Apps 2014 Hackathon Project

- Created a data model for predicting whether or not a given person would have survived the titanic
- Building a data model for predicting success rates of getting hugs on Valentines Day, along with a visualization of the 140 hugs I gave out at Penn Apps with respect to social context, gender, time
- Projects helped me learn R, Hadoop/Map Reduce and Pandas

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

Techyon, Co-Founder, Managing Partner • techyon.org

- Non-profit organization dedicated to developing the Canadian student tech-entrepreneurial ecosystem
- Designed programs for venture capital, education & strategic, programmatic marketing

EDUCATION

Candidate for Bachelor of Applied Science- Systems Design Engineering, Minor in Economics **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