

Kevin Lau

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EXPERIENCE

8VC Partners (Venture Capital Firm)

San Francisco, California

Product Management Intern, Special Projects

May 2017 – Sep 2017

Business Associate Intern

Jan 2015 – May 2015

- Analyzed startups' leadership, engineering teams, and products for investment; led industry research and analysis
- Led a small team in forming the vision, roadmapping, conducting competitive analysis, user segmentation and surveys, product marketing, building the [8VC Fellowship Program](#); 300+ applicants from 5+ countries in 3 weeks

Athos (Health-Tech Wearables Startup)

Redwood City, California

Software Engineering Intern, [Social+Capital Fellow](#)

May 2016 – Aug 2016

- Built a [web platform](#) for coaches to assess athletic team performance; shipped to 8+ pro athletic facilities across NA
- Contributed to product design, roadmapping, feature prioritization, quality assurance, product launch metrics analysis
- Migrated deployment and testing infrastructure to Heroku, resulted in 8x increase in testing and deployment efficiency

Kindred (Artificial Intelligence Startup)

San Mateo, California

Software Engineering Intern

Sep 2015 – Dec 2015

- Conducted user studies to create PRD, designed product mocks, ran user walkthroughs to verify user requirements
- Created product roadmap, planned sprints, implemented the Kindred AI Web Platform, and performed QA/testing

Brilliant (Ed-Tech Startup)

San Francisco, California

Data Science and Growth Marketing Intern

May 2014 – Aug 2014

- Identified key market segments using SQL and designed targeted growth experiments, increasing user acquisition by 150% and customer reactivation by 400%; automated growth campaign creation, increasing eng productivity by 15%

PROJECTS

Contour

<http://github.com/thekevlau/ContourApp>

- Web product for users to find their clothing measurements using two selfies to improve online shopping experience
- Wrote PRD, scheduled and prioritized tasks via Trello, ran scrum meetings with team of 3, conducted design walkthroughs, implemented client-side interface in JavaScript, HTML/CSS

Millennial Mobile-App Usage Analysis

- Analyzed over 300 data points to extract insights for Sequoia Capital using Pandas (Anaconda-Python), Jupyter

LEADERSHIP

Hack the North

Co-Founder and Co-Chair

2014- 2016

- Built the most [influential](#), student-run, non-profit tech event in Canada with a team of 10; scaled to team of 30+
- Worked on strategic partnerships and structured deals with Y-Combinator partners and founders, Deans of multiple school faculties, VC partners from a variety of top firms, CEOs and founders of corporations and startups
 - Past speakers include billionaires [Vinod Khosla](#) and [Chamath Palihapitiya](#), [Sam Altman](#), and [PM Justin Trudeau](#)
- Defined and prioritized hacker, sponsor, and partner experience success; ran experiments to improve hackathon model

EDUCATION

University of Waterloo

Waterloo, Ontario, Canada

Systems Design Engineering ([Velocity Program for Student Entrepreneurs](#)) **Graduating Late 2017**

- Relevant Coursework: User Centered Design, Operating Systems (OS 161), Concurrent and Parallel Programming, Network Architecture, Compiler Construction, Big Data (Hadoop, Spark, SQL)
- [Sequoia Capital Startup Scout](#): Analyzed business models, leadership, products of startups and general macro-trends for one of the [most successful VC firms ever](#); 1 of 12 students across NA
- [Pearson Education Board of Advisers](#): Worked with executives of [world's largest education](#) company on product design, strategy, and development of next generation of global education (tech) products

ASK ME ABOUT

Ex-competitive Badminton Player (Nationally Certified Coach), Weightlifting, Cooking and Meal Prep, Books I'm Reading, Screenwriting, YouTube(rs), Hip-Pop, m e d i a t i o n, East Asian War History