

Kevin Lau

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SKILLS

- **Web:** JavaScript, HTML/CSS, jQuery, Node.js, Ruby on Rails
- **Languages:** C++, C#, Python
- **Business:** Strategic Planning & Management, Statistics, Negotiation, Research, Marketing
- **Software:** Git, Photoshop, InDesign, Illustrator, iMovie, Final Cut Express, Audacity
- **Want to learn:** Data (Analysis and Visualization), Machine Learning, Infrastructure

WORK EXPERIENCE

Web Developer, SoundBrush

Sept. 2013 - Dec. 2013

- Developed Node.js and MongoDB based web tool for sorting and rating 1000s of 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

LCD Display Developer, Blackberry

Jan. 2013 - May 2013

- Wrote C, XML and hex commands to automate display tests for 4 models of products across 8 standardized tests for over 3000 individual screens.
- Assembly, soldering and troubleshooting of over 500 test device circuit boards

Summer Intern, Benbria Corporation

Aug. 2011 - Sept. 2011

- Developed mobile traffic processing and automated web authentication/testing process in JavaScript, improving testing efficiency by 500%

Marketing Director, Science Expo Youth Empowerment Group

October 2011 - May 2013

- Developed marketing campaigns; improved community engagement and awareness by 500%
- Raised over \$25,000; promoted STEM opportunities to over 500 high school students across Ontario

PROJECTS

#hugsguy, Penn Apps 2014 Hackathon Project

- 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
- Project to help me learn R, Hadoop/Map Reduce (Udacity), currently being built in Python (Pandas)

Populate, hackMIT 2013 • populate-mit.herokuapp.com

- Online document reading platform for Readability with links to take actions relative to content
- Built With: Django, MongoDB, HTML/CSS, PostgreSQL,AlchemyAPI, Twitter, Instagram, OpenIDEO

Hack the North, Co-Founder, Strategic Director • hackthenorth.com

- Leading the organization of Canada's premier international level 1000+ person hackathon
- Managing a rapidly growing team, projected to be 150+ people
- Developed the team structure, strategic vision, marketing plans for first five years of operation
- Began an \$300,000+ fundraising campaign, made detailed logistics plans and schedules

Techyon, Co-Founder, Managing Partner

- Provincial non-profit organization centralizing student tech-startup activity within Ontario
- Designed programs for venture capital, education & outreach; created organizational strategy & vision

Velocity Residence for Entrepreneurs • velocity.uwaterloo.ca

- Member of the Velocity residence for entrepreneurs at the University of Waterloo since first year

Biomechanical Optimization in Badminton, Personal Research Project

- Designed a study of 5 competitive athletes; analyzed and drew insights from over 650 data points

WaterlUX, Co-Founder, President

- School club for collaboratively learning User Experience Design methodology and best practices
- Designed club's novel education system, designed logo, grew club to 100+ members

Brain Parties, MHacks 2014

- Web platform for forming collaborative, extracurricular in-person learning circles
- Made with Ruby on Rails, MySQL, HTML/CSS, bootstrap, jQuery, JavaScript

Research in Motion/Shad National Entrepreneurship Cup

- Worked within a team of 20 self-organized high school students with 3 layers of management
- As a team we constructed a viable business plan, marketing strategy, website and product prototype
- I led the Marketing, Promotions and Public Relations Teams
- Awarded Best Marketing Plan, Third Best Overall Project, Third Best Website Design

VOLUNTEER EXPERIENCE

University Representative, Canadian Federation of Engineering Students

January 2014

- Part of a representation of over 70,000 students to discuss the future of Canadian Engineering

Research Student, Waterloo Games Institute (UX Design Lab)

May 2013 - Present

- Designed Ruby on Rails web platform with RESTFUL API for large-scale UX research studies

Project Manager, York Catholic District School Board

May 2010 - August 2012

- Directed a team of 100 high school students with 3 layers of management to organize and execute an orientation event for 400+ incoming students and improved attendance rates by 150%

EDUCATION

Candidate for Bachelor of Applied Science in Systems Design Engineering

University of Waterloo, Expected Graduation: 2017

- Courses: Human Factors Design, Intro to Programming (C++), Digital Circuits, Cognitive Science

Ontario Science Centre, Science School

- Selected as 1 of 30 students to study an enriched science curriculum at the Ontario Science Centre

Hackademia

- Data Science Specialization (John Hopkins University- Coursera) & Intro to Data Science (UdaCity)
- Machine Learning (Stanford University- Coursera)
- Strategic Management (Michael Kaiser @ MIT, Sloan School of Management- OpenCourseWare)
- Gamification (University of Pennsylvania, The Wharton School- Coursera)

OTHER INTERESTS

- Exercise (science), Food + Cooking, Education, Badminton, Tennis, Dance, Piano, Writing, Reading