Kevin Lau

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WORK EXPERIENCE

Athos
Redwood City, California

Social+Capital Software Engineering Fellow   **May 2016 – Aug 2016**

- Built and launched an online dashboard for coaches to assess athletic team performance using React.js
- Analyzed user feedback to understand user needs and prioritize product features and roadmap
  - Currently used by 8 top professional and collegiate athletic facilities across North America
- Migrated engineering deployment and testing infrastructure to Heroku
  - Deployment and testing was handled by the backend engineering team, significantly slowing product development
  - Decided on heroku migration after considering engineering costs, future development and scaling implications
  - Resulted in an 8x increase in testing and deployment efficiency

Kindred Artificial Intelligence
San Mateo, California

Software Engineering Intern   **Sep 2015 – Dec 2015**

- Conducted user studies to determine needs, understand product requirements and prioritize features
- Created designs using Photoshop and Sketch and ran user walkthroughs to verify and refine user flow
- Designed and implemented the Kindred Artificial Intelligence web platform and API using React.js

Formation8 Partners LLC
San Francisco, California

Venture Capital Associate   **Jan 2015 – May 2015**

- De-risked multi-million dollar start-up investments for a 500MM+ Venture Fund on Joe Lonsdale's investment team
  - Led negotiations, pitches, and technical and financial diligence with startup CEOs, CTOs and engineering teams
- Built strategic relationships to improve deal flow and develop partnerships for portfolio companies
- Consulted for portfolio companies on product strategy, marketing, sales and partnerships and technical recruiting

Brilliant
San Francisco, California

Growth Marketing and Data Science Intern   **May 2014 – Aug 2014**

- Identified promising market segments through data analysis and designed specifically targeted growth experiments, increasing user acquisition by 150% and customer reactivation by 400%
- Automated user reactivation-campaign creation process, increasing engineering productivity by 15%

LEADERSHIP

Hack the North

Co-Founder and Co-Chair   **2014 – 2015**

- Founded and spearheaded organizing Canada's first and only 1000 student, international scale hackathon
- Built 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 and contributors include Vinod Khosla, Chamath Palihapitiya, Sam Altman, and Sal Khan
- Managed a 200+ person team in 3 layers of management and led a half million dollar sponsorship-sales campaign
- Conducted user studies to understand experience requirements for 1400+ hackers from across 6 continents, sponsors, and partners and designed an innovative hackathon experience optimized for all stakeholders' interests

ACTIVE PROJECTS

Project Roku
http://github.com/thekevlau/roku

- Service for keeping the the results of self-reflection top-of-mind to improve life focus, accountability and motivation
- Currently in closed beta (6 daily active users); plans for open beta in 2017 pending UX fixes and marketing strategy

EDUCATION

University of Waterloo
Waterloo, Ontario, Canada

Systems Design Engineering (Velocity Residence Program for Entrepreneurs)   **Graduating Late 2017**

- Sequoia Capital Start-up Scout and Ambassador
  - 1 of 20 students chosen from top American universities to advise partners on investment strategy and trends
- Pearson Education Student Advisory Board Member
  - 1 of 15 students chosen from across North America to advise executives on product strategy and millennial trends

SKILLS

Python, JavaScript (React.js, Redux, ES6), HTML/CSS, SQL, C/C++