

Kevin Lau

[linkedin.com/in/thekevlau](https://www.linkedin.com/in/thekevlau) • github.com/thekevlau • www.kevinlau.me

EDUCATION

Systems Design Engineering & Computer Science at University of Waterloo, 2017

- Sequoia Capital Ambassador & Startup Scout, 2015-2017
- Student Advisory Board Member for Pearson Education, 2016-2017

LEADERSHIP

Hack the North, Co-Founder & Co-Chair 2014, 2015 • hackthenorth.com

- Founded and spearheaded the organizing of Canada's only massive, international scale hackathon
- Built strategic partnerships and structured deals with YC partners and founders, Deans of multiple school faculties, VC partners from a variety of top firms, CEOs and founders of corporations & startups
- Managed a 200+ person team in 3 layers of management and led a \$500,000 fundraising campaign
- Conducted user studies to understand experience requirements for hackers, sponsors and partners and designed a new, innovative hackathon experience specifically optimized for all stakeholders' interests

Trail, Velocity Residence Hackathon 2015 • github.com/thekevlau/trail

- Designed a curricula-discovery platform, showing time allocation & resources used by Facebook friends in learning a given subject in order to provide students with historical insights on learning how to learn

WORK EXPERIENCE

Social+Capital Engineering Fellow at Athos **Redwood City, California • May 2016 - Aug 2016**

- Built and launched an online dashboard for coaches to manage and quantitatively assess high performance athletic teams' performance using React.js (JSX, ES6) with Redux
- Analyzed user feedback to determine and prioritize features in continued development of dashboard
- Migrated backend deployment to Heroku after researching and testing available solutions based on engineering costs and future optimization implications, resulting in an 8x increase in testing efficiency

Software Engineering Intern at Kindred AI (Stealth) **San Mateo, California • 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

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 on multi-million dollar technology start-up investment deals
- Consulted for portfolio companies on corporate and product strategy, marketing, sales, partnerships

Data Scientist - Growth Strategy at Brilliant **San Francisco, California • May 2014 - Aug 2014**

- Automated user reactivation-campaign creation process, increasing engineering productivity by 15%
- Determined promising market segments and designed targeted experiment around their characteristics, increasing user acquisition by 150% and customer reactivation by 400%