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Kevin Lau

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SKILLS

- **Web:** JavaScript, HTML/CSS (Jade/Stylus), jQuery, Node.js, Ruby on Rails
- **Languages:** Python, C++, R, SQL, SQLite
- **Business:** Strategic Planning & Management, Statistics, Negotiation, Research, Marketing
- **Software:** Git, Adobe Creative Suite, Balsamiq, iMovie, Final Cut Express, Audacity
- **Want to learn:** Data (Analysis and Visualization), Machine Learning, Infrastructure

WORK EXPERIENCE

Data Scientist-Growth Strategy at Brilliant   San Francisco, California • May 2014 - Aug. 2014
- Designed experiments based on socio-demographic data analysis (R, SQL) and market research
- Improved user acquisition by 150% and customer reactivation rates by 400%, on 800,000+ WAUs
- Delivered 8x increase in reactivation campaign creation and analytics cycle using Python scripts

Web Developer at SoundBrush   Waterloo, Ontario • Sept. 2013 - Dec. 2013
- Developed Node.js and MongoDB based web tool for sorting and rating 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

#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 reading platform for Readability with content-aware links to donation or volunteering activities
- 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
- Developed strategic vision, marketing plans and partnerships between various organizations
- Managed a 150+ person team in 3 layers of management and aided a $250,000 fundraising campaign

Techyon, Co-Founder, Managing Partner
- 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 a national representation of over 70,000 engineering students from across Canada to debate the direction of future growth of Canadian Engineering