

Kevin Lau

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EXPERIENCE

8VC Partners

San Francisco, California

Product Manager (Special Projects) & Investment Associate

May 2017 – Present

- Early stage fintech, consumer & enterprise software, health-tech, manufacturing, and retail [investments](#); performed end to end deal process, financial modelling, and technical diligence on [Joe Lonsdale's](#) tech investment team
- Built internal marketing organization, strategy, and programming from scratch for 8VC Fellowship Program
- Designed, researched, implemented, and tested consumer and enterprise software products with small team

Sequoia Capital

San Francisco, California

Startup Scout & Campus Ambassador

Jun 2015 – Apr 2017

- Built strategic [partnerships](#), advised partners on trends and investment strategy, and represented [Sequoia](#) at events

Pearson Education

Boston, Massachusetts

Board of Advisers, Student Member

May 2016 – Apr 2017

- Worked directly with [executives](#) of world's [largest education company](#) on product design, strategy, and development

Athos

Redwood City, California

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

May 2016 – Aug 2016

- Built a [web platform](#) for coaches to assess athletic team performance using React.js (Redux, ES6), HTML/CSS, Flask, PostgreSQL, Selenium; currently used by 8 professional athletic facilities across North America
- Migrated deployment and testing infrastructure to Heroku, resulted in 8x increase in testing and deployment efficiency

Kindred Artificial Intelligence

San Mateo, California

Software Engineering Intern

Sep 2015 – Dec 2015

- Designed and implemented the Kindred Artificial Intelligence web platform and API using React.js, Django, AWS
- 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

Brilliant

San Francisco, California

Growth Marketing and Data Science Intern

May 2014 – Aug 2014

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

PROJECTS

Project Roku

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

- Personal life coach messaging bot service; currently in closed beta (10 users).

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

Founding Managing Director

2013- 2015

- Founded one of the most [influential](#) tech events in Canada; the only 1000 student, international [hackathon](#) in country
- 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 include billionaires [Vinod Khosla](#) and [Chamath Palihapitiya](#), [Sam Altman](#), and [Sal Khan](#)
- Designed & led a half million dollar marketing and sponsorship campaign, and managed a 50 person team

EDUCATION

University of Waterloo

Waterloo, Ontario, Canada

Systems Design Engineering ([Velocity Dorm Program for Entrepreneurs](#))

Graduating Late 2017

- Relevant Coursework: Big Data Infrastructure (Hadoop, Spark), Operating Systems (OS 161), Concurrent and Parallel Programming, Networking Architecture, Compiler Construction