

Kevin Lau

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EXPERIENCE

8VC Partners (Venture Capital Firm) San Francisco, California
Product Management Intern, Special Projects **May 2017 – Sep 2017**

- Shipped the [8VC Fellowship Program](#) with a small marketing team; 300+ applicants from 4 countries in 3 weeks
- Led strategic planning, roadmapping, competitive analysis, user segmentation, product marketing, growth analytics

Athos (Health-Tech Wearables Startup) Redwood City, California
Software Engineering Intern, [Social+Capital Fellow](#) **May 2016 – Aug 2016**

- Shipped a [web platform](#) to 8+ pro athletic facilities across US for coaches to assess athletic team performance
- Contributed to product design, roadmapping, feature prioritization, quality assurance, product launch metrics analysis

Kindred (Artificial Intelligence Startup) San Mateo, California
Software Engineering Intern **Sep 2015 – Dec 2015**

- Conducted user studies to create PRD, designed product mocks, ran user walkthroughs to verify user requirements
- Created product roadmap, planned sprints, implemented the Kindred AI Web Platform, and performed QA/testing

Formation8 (Venture Capital Firm) San Francisco, California
Investment Associate, Early Stage Startups **Jan 2015 – May 2015**

- Evaluated startups' product, strategy, senior leadership, and tech teams for investment; led research and analysis
- Negotiated, managed, and grew partnerships and relationships to bolster investment strategy and asset allocation

Brilliant (Ed-Tech Startup) San Francisco, California
Growth Analyst Intern **May 2014 – Aug 2014**

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

LEADERSHIP

Hack the North
Co-Founder and Co-Chair **2014- 2016**

- Built the most [influential](#), student-run, non-profit tech event in Canada with a team of 10; scaled to team of 30+
- Spearheaded strategic partnerships and relationships, and structured deals with VCs, CEOs and founders, deans of multiple school faculties, and sponsor companies to raise over half a million dollars to run the event
 - Past speakers include billionaires [Vinod Khosla](#) and [Chamath Palihapitiya](#), [Sam Altman](#), and [PM Justin Trudeau](#)
- Defined and prioritized hacker, sponsor, and partner experience success; ran experiments to improve hackathon model

PROJECTS

Web Application: Contour <http://github.com/thekevlau/ContourApp>

- Web product for users to find their clothing measurements using two selfies to improve online shopping experience
- Wrote PRD, scheduled and prioritized tasks via Trello, ran scrum meetings with team of 3, conducted design walkthroughs, implemented client-side interface in JavaScript, HTML/CSS

Data Analysis: Millennial Mobile-App Usage

- Analyzed over 300 data points to extract insights for Sequoia Capital using Pandas (Anaconda-Python), Jupyter

EDUCATION

University of Waterloo Waterloo, Ontario, Canada
Systems Design Engineering ([Velocity Program for Student Entrepreneurs](#)) **Graduating Late 2017**

- [Sequoia Capital Startup Scout](#): Analyzed products, business models, leadership of startups and general macro-trends for one of the [most successful VC firms ever](#); 1 of 12 students across NA
- [Pearson Education Board of Advisers](#): Worked with executives of [world's largest education](#) company on product design, strategy, and development of next generation of global education (tech) products
- Some things I studied: User Centered Design, Operating Systems (OS 161), Concurrent and Parallel Programming, Network Architecture, Compiler Construction, Big Data (Hadoop, Spark, SQL)

ASK ME ABOUT

Ex-competitive Badminton Player (Nationally Certified Coach), Meditation, Cooking, Reading, History