KASON LIN

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EDUCATION

New York University, Leonard N. Stern School of Business **New York, NY**

B.S. in Business, Concentrations in Finance and AI & Data Science, Minor in Math & Computer Science *Expected May 2028*

GPA: 3.9/4.0 | **Coursework**: Information Technology in Business, Foundations of Finance, Financial Accounting, Statistics & Forecasting

Honors & Organizations: Dean's List – Fall 2025, Beta Alpha Psi – PM&T Workshop, NYU Product Management Club – Product Team

PROFESSIONAL EXPERIENCE

Beta Alpha Psi Mu Chapter **New York, NY**

Product Manager *Oct 2026 – Present*

- Conducting 3 stakeholder interviews with BAP's tech committee and identifying 4 key workflow pain points that set the project roadmap
- Leading the full redesign of BAP's website, replacing a slow Squarespace setup with a faster, mobile-friendly layout and admin dashboard
- Building a candidate portal that replaces scattered rush info with one login for points, events, and deadlines, flagging who's falling behind

TikTok | NYU Product Management Club **New York, NY**

Product Team *Sep 2026 – Present*

- Developing Feed Controls, a TikTok feature concept that lets users reshape their For You page with topic sliders and a friend-share filter
- Running 7 user interviews to define 5 pain points and 4 success KPIs; 3 of 3 usability testers easily grasped the topic sliders, unprompted
- Pitching the MVP to 7 product managers, backed by analysis of TikTok's 3 revenue streams and a benchmark of 3 key competitors' feeds

IBM Z Datathon **New York, NY**

Pitch Lead *Oct 2026*

- Ranked in the top 0.5% of 20,000+ participants, winning 2nd at the IBM New York Hub and 3rd across the Americas for AI Innovation
- Sourced 3 datasets (NYC inspections, violations, NASA satellite) to train a model on 87,000+ records that risk-scored 13,000+ buildings
- Pitched results to IBM judges: 66% of the model's top 500 flagged buildings proved unsafe in a blind test, 65% above the city's 40% rate

Google Review QR Tabletent | Canton Kitchen **Decatur, GA**

Independent Project *Jun 2026 – Aug 2026*

- Diagnosed a 3.3-star Google rating and low review count as a key driver of $20K+ in monthly losses at a newly opened family restaurant
- Designed and launched a bilingual QR-code table tent with Claude that routes guests of all ages straight to the restaurant's Google listing
- Doubled review volume and raised the rating from 3.3 to 4.7 stars during the restaurant's turnaround from monthly losses to break-even

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

Chinese Mei Society | Executive Board **New York, NY**

Logistics Team Member *Feb 2026 – Present*

- Sourcing food and supplies for 5+ campus events, managing $3,000+ in budgets and negotiating vendor discounts to stretch every dollar
- Drafting production timelines and run-of-shows that prevent day-of setup issues and keep every event on schedule from kickoff to finish
- Coordinating food transportation, setup, and tear-down with the executive board for events of 75+ attendees, ensuring smooth execution

Pi Delta Psi Fraternity, Inc. **New York, NY**

Executive Board Member – Secretary *Dec 2025 – Present*

- Driving recruitment outreach generating 100+ sign-ups and drawing 50+ students into chapter events, growing chapter visibility at NYU
- Keeping 30+ chapter members organized as Secretary by building a shared Google Drive and Calendar for every event, deadline, and file
- Representing Pi Delta Psi at Greek Council alongside 23 fraternities and sororities and co-planning large events for students across NYU

Olympic Fencing Club **Johns Creek, GA**

Coach *Aug 2023 – May 2025*

- Ranked in the top 1% nationally by USA Fencing while also serving as Head Team Captain for the Johns Creek High School varsity team
- Coached 50+ fencers in daily practices and 3x-weekly technical sessions, preparing them for 8+ regional and national tournaments yearly
- Owned tournament logistics for 30+ athletes, from travel and equipment checks to on-site coaching, so every competition ran flawlessly

ADDITIONAL INFORMATION

Product: User Research, Stakeholder Interviews, MVP Scoping, KPI Design, Prototyping, UX Testing, Competitive and Market Analysis

Technical: SQL (Intermediate), Figma, Codex, JIRA, Google Firebase, Excel, Notion, Python (Intermediate), Claude Code, Cursor, Xcode

Interests: Beli, Blockblast, Cafe Hopping, Cooking, *Dead Poets Society*, *MasterChef*, Minecraft, Pier 35, Pokemon, *Shark Tank*, Spotify, Strava