




# Alex Hu

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## Education

### New York University

B.S. in Business (Statistics)

B.A. in Computer Science

Expected May 2022 | New York, NY

GPA: 3.76/4.00

**Coursework:** Multivariate Regression, Time Series, Data Management, Agile Software Development, Algorithms, Computer Systems, Data Structures

## Skills

**Languages:** Javascript, Java, Swift, Python, SQL, C, HTML, CSS

**Tools & Frameworks:** React.js, Node.js, Express, MongoDB, numpy, pandas, Jupyter, Git, JIRA

**Design:** Figma, Sketch, Invision

## Awards

**TAVtech Fellowship** 2020  
One of 50 selected from 1000+ applicants to participate in data science fellowship in Tel Aviv, Israel

**HackNYU** 2020  
Contrary Capital Most Viable Startup for grocery store app to reduce food waste, created using Figma and Swift

**VCIC Competition** 2020  
New England Regional Finalist in venture capital competition doing due diligence on three startups

## Interests

Raptors, Blue Jays, Sabermetrics, Graphic Design, Photography, NYU Varsity Frisbee and Badminton

## Work Experience

### Microsoft

Redmond, WA

**Product Manager Intern** | June 2021 - Aug 2021

- Drove path for building a machine learning cost insights feature within the Azure Virtual Desktop (AVD) admin portal via a functional specification
- Validated a 70% reduction in runtime costs for admins with the AVD cost insights feature by defining clear success metrics and OKRs
- Improved communication between Data and AVD teams by creating UI mockups (Figma) and documentation for future employees on the project

### Shop Bonsai

Toronto, ON

**Product Strategy Intern** | Aug 2020 - May 2021

- Sped up new publisher onboarding process 10x by brainstorming and identifying the highest ROI native commerce solutions with COO
- Prioritized which ecommerce platforms to integrate Bonsai's technology on first, based on merchant/publisher demand and implementation cost

**Corporate Strategy Intern** | May 2019 - Aug 2019

- Enabled international shipping on Bonsai platforms by creating a drop shipping pricing strategy with the engineering team, increased sales by 25%
- Identified confusion with the Discover tab and provided feature suggestions guided by UX research in the Bonsai app via 200+ surveys

### Mesmer

Palo Alto, CA

**Technical Product Manager Intern** | May 2020 - Aug 2020

- Increased Mesmer software testing and enabled interactive client demos by developing an iOS sandbox app in Swift
- Led design of sandbox app including wireframing (Sketch), final mockups (Invision), and engineering implementation

## Leadership Experience

### Strategic Venture Society

New York, NY

**Marketing Director** | April 2020 - Present

- Attracted 500+ club fair signups and 100+ average weekly meeting attendance by creating virtual marketing outreach campaigns
- Designed advertising graphics using Figma and helped lead design/data analysis initiatives for specialized 10 person mentorship program

**Project Manager** | Sept 2019 - April 2020

- Led teams of 5-6 members through research projects working with NYC venture capital firms such as 2048 Ventures and White Star Capital
- Ensured clear communication and workflows by defining weekly deliverables and individual monthly performance check-ins