Edwin Chan

♦ Edwinfychan@hotmail.com ♦ +1 (213) 713-2677 ♦ Edwinfychan.com ♦ Github.com/Edwin-Chan

EDUCATION

University of Southern California, Iovine and Young Academy   Class of 2022
M.S. Product Innovation   GPA: 3.97/4.00

University of Southern California, Viterbi School of Engineering   Class of 2020
B.S. Computer Engineering and Computer Science, Magna Cum Laude   GPA: 3.85/4.00

Relevant Coursework: Aesthetics of Form, Principle of Human-Centered Design, History and Theory of Product Innovation, Maker Foundation, The Creator's Mindset, Business Essentials for Product Innovators, Mobile Application Development

WORK EXPERIENCE

Fisher-Price – Product Strategy Consultant, Remote   August 2021 – December 2021
- Analyzed Fisher-Price's top-selling products in the past 25 years and consumer needs in the market.
- Generating insight into Fisher-Price's core strength in the industry and extending into the services market.
- Proposed new ways for expanding company's core strength into revenue-generating services and addressing new consumer needs.

Samsung Design Center – Product Design Consultant, Remote   April 2021 – July 2021
- Conducted design research and user research on Active Lifestyle consumer space.
- Explored and analyzed consumer behavior/opportunities that are influential in the product space.
- Incorporated client feedback from client meetings for concept ideation and speculative design.

FishBot – Co-Founder, Los Angeles   January 2019 – June 2020
- An automated fish-farming platform that monitors the water condition through IoT sensors and saves resources through fish-modeling and data analytics.
- Conducted field-testing successfully and raised 5000 USD for initial platform development.
- Designed the system architecture of the product and created the React Native Application, along with the website.
- Used AWS Lambda, AWS API Gateway, AWS Dynamo DB, AWS IoT Core, React Native, HTML, CSS and JavaScript.
- Website: https://www.fishbot.dev

Shun Hing Technology Co. Ltd - Software Engineering Intern, Hong Kong   May 2018 – August 2018
- Worked on the Hong Kong MTR Commercial Broadcasting System, which plays advertisements through panels located in different stations and is controlled by the central control room.
- Passed technical testing by Hong Kong MTR successfully and earned the contract deal worth approx. 13M USD.
- Enabled real-time information retrieval from RSS feed using JavaScript to display the latest news and stock prices, hence improving system usability.

RELEVANT PROJECTS

- **The Clock** – Created a Google Chrome Extension with simplistic UI which shows the current time in different time zones, with analytics of a total of 4582 users from 127 different countries, and currently with 238 active users.
- **Vi-Hack** – Built a React Native application using machine learning to suggest insurance plans for consumers, and data visualization on a data set of 1.4M users. Won YHacks 2017 Best Use of Amazon Web Services Award.
- **Stamps** – Launched an iOS application for users to store digital stamp reward cards. It aims to provide convenience and great user experience, meanwhile saving resources for shop owners on physical stamp cards and on validating the stamps.
- **USC Parking App** – Designed the UI interface wireframe for iOS application to improve UX in finding parking space at USC.
- **Japanese Water Fountain** – 3D-printed with PLA wood filament and added a pump to make it functional.
- **Wooden Lamp** - Utilized the CNC router to cut planks of hickory planks, sanded and polished the final lamp with wax.
- **Perfect Scoop -** Invented a new ice-cream scoop which makes scooping hard ice-cream easier. Interview: bit.ly/2LsKkqo
- **Hear 'Em** – Created the branding of the interactive holographic installation that teaches visitors the properties of sound waves by allowing visitors control the pitch and volume of sounds through gestures. Worked on logo, typography, color palette, packaging, promotional poster and website. Collaborated with other students on logistics, spatial planning and branding to organize an exhibition for human senses.

RELEVANT SKILLS

Software: Adobe CC, Fusion 360, Shapr3D, SolidWorks, Procreate, Microsoft Suite, Google Workspace & Analytics, WordPress
Programming Languages: HTML & CSS, MySQL, Java, JavaScript, React Native, Python, Swift, C++, C

EXTRA-CURRICULAR ACTIVITIES

Mentorship: AthenaHacks (2017-2018), AppLab USC
Languages: Chinese(Mandarin), Cantonese, English, Japanese