

Joseph Chen

chenjoseph@berkeley.edu | Mobile: +1 (626) 262-1363 | [LinkedIn](#)

EDUCATION

University of California, Berkeley - Regents' and Chancellor's Scholar

Graduating May 2025

B.A. Computer Science, B.A. Data Science, Minor in City Planning

GPA: 3.86/4.0

Awards: 1st Place - SXSW Stellar Foundation Hackathon, 1st Place - University of Michigan MHacks, 1st Place - SAP Case Competition

Relevant Coursework: Data Structures · Algorithms · Principles of Data Science · Data Mining · Data Engineering · Probability and Risk Analysis · Discrete Mathematics · Data Engineering · Urban Data Analytics · Urban Design · User Experience · Interface Design

PROFESSIONAL EXPERIENCE

Numina

New York City, New York

Product Management Intern

May 2023 - August 2023

- Managed a team of 4 and established success criteria for the rollout of new computer vision algorithms, resulting in a 45% improvement in the detection accuracy of micro-mobility vehicles, as quantified by testing across a dataset of over 3000 videos
- Collaborated closely with engineering and data science teams to develop and refine a behavior zone segmentation model using YOLOv8 and PyTorch as a proof-of-concept product feature, integrating user feedback, product surveys, and competitive analysis
- Conducted user interviews with 20+ clients to capture pain points on Numina's user experience and presented findings and mitigations through a series of 3 workshops on feature prioritization, solution ideation, and development of a north star metric

Brave Software

San Francisco, California

Project Manager - Product Marketing (Contract)

January 2023 - May 2023

- Led 6 consultants in creating growth marketing strategies and product positioning frameworks tailored to geographically-segmented user groups, informed by a survey of 1300+ respondents and external reports, aiming to target a 40% growth increase within a year
- Utilized Python and Census data to analyze customer trends, generating actionable insights for offline campaigns, and produced a 60-page final deliverable inclusive of marketing materials for 8+ marketing campaigns across Brave Software's diverse product line

MEXC Global

San Francisco, California

Product Marketing Intern

August 2022 - November 2022

- Achieved a 300% increase in monthly sign-ups and active users by developing growth strategies based on customer analytics, leading influencer partnerships, and implementing A/B tested marketing templates that engaged over 50,000 crypto-interested individuals
- Authored and presented a 40-page deliverable, featuring case studies on effective go-to-market strategies and insights from over 50 user interviews, to propose actionable recommendations and KPIs tailored for MEXC Global's product rollout in North America

PricewaterhouseCoopers LLP

Singapore, Singapore

Deals Advisory Intern

May 2022 - August 2022

- Developed and optimized cash flow projections and product pricing strategies informed by competitive analysis and conducted thorough comparable company analysis to help secure \$3mm in additional funding for a Series A blockchain-enabled agtech startup
- Conducted 10+ industry expert interviews and comprehensive market analysis to identify lucrative opportunities within the \$500bn value-based care market for a multinational biotech company, helping drive advancements in patient outcomes innovation initiatives
- Introduced and assisted in several venture opportunities valuing \$15mm and participated in due diligence during investment reviews

PROJECTS

Project Sidewalk | Makeability Lab at the University of Washington

Seattle, Washington

Data Scientist and Student Researcher

September 2023 - Present

- Spearheaded a novel analysis of Google Street View (GSV) data across 80+ U.S. cities, identifying critical spatio-temporal biases in imagery updates, and presented findings at a symposium of 400+ attendees with a more exhaustive study currently underway
- Developed a Python tool for automated GSV data extraction and visualization, improving data collection efficiency by 800%, and built an interactive Flask website to enhance data transparency and accessibility for researchers, policymakers, and the general public

LEADERSHIP EXPERIENCE

Berkeley ABA Consulting | UC Berkeley's Oldest Business Organization

Berkeley, California

Vice President of Projects, previously: Vice President of Operations, Project Manager

September 2021 - Present

- Envisioned and executed plans for approaching product and design-based projects for corporate clients, such as LVMH, Expedia, and Riot Games, developing week-by-week work and curriculum to address prompts via client calls, team meetings, and deliverables
- Redesigned and rolled out various professional development programs, connecting 45+ members with 500+ alumni by developing a semester long alumni mentorship program and organizing events including Meet the Alumni, career panels, and alumni dinners

SKILLS & INTERESTS

- Skills:** Python, Excel, SQL, Java, HTML/CSS, Javascript, Tableau, Figma, InVision, Illustrator, Java, Jira, Google Analytics, Salesforce
- Languages:** English, Mandarin, Cantonese | **Interests:** Sustainability, Product Design, Urban Tech, Transportation, Financial Literacy