

Vincent Yang

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EDUCATION

Northwestern University | Evanston, IL

September 2022 - June 2026

Bachelors of Arts in **Computer Science**, Minor in **Entrepreneurship and Innovation**

GPA: 3.4

Relevant Courses: Data Structures & Algorithms, Human-Computer Interaction, Consulting for Wearable Tech, Microeconomics, Marketing Strategy, Operating Systems, Product Management, Machine Learning, Intro to Artificial Intelligence

Certifications: Certified Product Manager by Association of International Product Marketing & Management

EXPERIENCE

Startup Co-Founder — *Convident LLC*

April 2025 – Present

- **Pivoted from a language-learning app to a vending machine startup** after the original idea failed technical feasibility testing in the PLC Develop phase; applied learnings to identify a lower market entry barrier in the convenience CPG space.
- **Generated \$5K+ revenue in first 3 months** post-pivot and projected **~\$20K annual revenue** from vending operations across growing campus footprint.

Strategic Analytics Intern (Explore Program) — *FCB Chicago*

June 2025 - August 2025

- **Built internal workflow tooling** for DEI ERG event planning, acting as product engineer for an internal bot + approval system that **cut approval turnaround from 1–3 hours to near-instant**, streamlining communication across 10 ERG teams.
- **Won FCB's internal AI hackathon** by designing a chat-based PM assistant that reduces delays in scope change decisions across client, account, and project management teams.
- **Designed** a reusable reporting automation **pipeline demo (VBA+ EDA)**, **reducing 350 hours/year** for Blue Cross Blue Shield and building a framework that can scale across 5+ client portfolios, potentially **saving 500+ hours** org-wide.

Data Intelligence Intern — *FCB Chicago*

March 2025 - May 2025

- **Automated 81% of SQL queries** for Harley-Davidson campaigns, **saving 600 hours/year (Annual ~\$20K cost efficiency)**.
- **Identified** internal data access **friction** and delivered an AI-powered query interface that unified 7 siloed databases, removing technical barriers and **unlocking data access for 70% of the org**.
- **Crafted** client pitch **decks** for Volkswagen and Ubelvy, **translating analytics into insight-driven narratives**, and automated VW reporting workflows — **saving ~20 hours/year across 4 recurring reports**.

Startup Founder-in-Residence — *Convident LLC*

January 2023 – March 2025

- Conducted **200+ user interviews** using JTBD across projects, driving deep discovery across multiple pivots, applying SWOT, Lean Canvas, Market and User Segmentation to identify high-growth product opportunities and GTM alignment.
- **Accepted into a selective Northwestern accelerator (<10% acceptance rate)** by pitching a strong problem-solution narrative and demonstrating clear product-market learning for the heritage speaking language learning market.

Content Creator | Youtube

January 2021 - January 2022

- Analyzing user engagement data—including time-stamped retention graphs and click-through rates—and optimizing content strategy which resulted in a 71% increase in Average view duration, and 60% increase in Click-through rate (CTR)
- Negotiated a 50% revenue-sharing agreement with editors, contributing to 1600% increase in aggregate views and achieving YouTube Partner status by gaining 2,500 subscribers and 5,000 watch hours **within 8 months** of starting content creation.

CURRENT ONGOING TECHNICAL PROJECTS

March 2025- Present

- Leading technical validation for a new assistive tech startup focused on mobility for the visually impaired; builds on prior work recognized in the Broadcom MASTERS Top 300 and as an Intel ISEF special awardee.
- Designing an internal inventory & order management system for NU FAB, replacing legacy workflows and enabling centralized vendor tracking; collaborating with lab leadership on infrastructure, data access, and UI/UX
- Building a full-stack YouTube scheduling tool for creators using Figma (design), React.js + Tailwind CSS (frontend), Node.js/Express.js (backend), MySQL (DB), and DigitalOcean (deployment)

SKILLS

Product & Business:

AIPMM Product Management Certificate

Technical & Data:

Full-Stack Development · Wireframing & Prototyping · UX Design · A/B Testing · Machine Learning · Python · SQL

Tools & Platforms:

AWS (Lambda, S3, SNS) · Tableau · Salesforce Marketing Cloud · Snowflake · Figma · Git

Languages:

English (Native) · Mandarin (Native)

Interests:

Valorant Esports · President of Taiwanese American Student Association · Concert Chair for Anime Club · Participated on Film Sets