

Kevin Le-Hsiu Cheng

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EDUCATION

Northwestern University

Evanston, IL

Bachelor of Arts in *Economics* and *Computer Science*

June 2018

Kellogg Certificate Program for Undergraduates in Managerial Analytics

Cumulative GPA: **3.82/4.00**

Relevant Courses: Accelerated Linear Algebra and Multivariable Calculus, Econometrics, The Financial Crisis, Analytics for Strategy, Corporate Finance, Investments, Industrial Economics

RELEVANT EXPERIENCE

Google

Mountain View, CA

Software Engineer Intern

June 2017 – Present

- Developing a new production-ready feature for AdWords that will cut latency for users by 5 seconds
- Leading weekly one-on-one sessions with 2 full-time engineers to suggest improvements to the project
- Discovering and fixing 7 bugs on the AdWords platform and patching the fixes to live production

Personal Portfolio

Chicago, IL

Personal Investor

July 2016 – Present

- Managing a \$10,000 equity portfolio and yielding a 34% ROI, beating the S&P 500 by 17.5 percentage points
- Generating uncorrelated alpha by speculating in cryptocurrencies, yielding a 137% ROI on a separate fund
- Applying DCF and industry analysis for stock-picking, and technical analysis for cryptocurrency trading

Geofeedia

Chicago, IL

Software Developer Intern

June 2016 – August 2016

- Collaborated with team to bring a new product feature from concept to functional prototype in 5 weeks
- Developed both the front-end UI and back-end server to complete each project iteration before its deadline
- Placed 3rd in the company-wide Hackathon by integrating SMS notifications into the existing web application

A.T. Kearney

Shanghai, China

Consultant Assistant

July 2015 – September 2015

- Conducted industry benchmarking and product innovation research for the largest dairy giant in China
- Researched and identified potential innovative dairy product segments for the client to enter
- Managed the translation of documents under tight deadlines by delegating work to 9 part-time assistants

EXTRACURRICULARS

Pair Trading/Relative-Value Arbitrage System

Evanston, IL

Developer

February 2017 – Present

- Developing a pair trading simulation to identify arbitrage opportunities between 2 stocks using Python
- Implementing a market-neutral strategy that arbitrages the mean-reverting spread between a pair of stocks

Northwestern Associated Student Government Tech Committee

Evanston, IL

Web Developer

October 2015 – Present

- Building from scratch a website that will allow students to visualize their college course plans in a graph view
- Training 3 younger members web development and guiding them in developing their own web-based projects

Project Pitch Entrepreneurship Competition

Evanston, IL

Contestant

March 2015 – May 2015

- Led the business plan and mock-up creation of BARQ, an innovative in-class question-asking mobile application
- Prepared a presentation and pitched the final business idea to an audience and panel of judges

ADDITIONAL INFORMATION

Organizations: Northwestern Boxing Club (A Team), Chinese Student Association

Programming: Experience in Python, Swift, C++, HTML/CSS, Javascript (Dart, Angular, Node.js), C#, Java, Racket

Languages: Fluent in Chinese (Mandarin)

Other Interests: Cryptocurrencies, e-Sports, Poker, Basketball, Machine Learning, Astronomy