

# Angela Chae



[www.CheekyChae.com](http://www.CheekyChae.com)



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## WORK EXPERIENCE

### Freelance Project Manager / UX Designer / Illustrator London, UK (Mar 2020 - Present)

- Consult and create custom illustrations for blogs and presentations for a Silicon Valley based SaaS company specialized in data visualization and analytics dashboards
- Enhance user experience of an existing website for a fitness brand based in the U.K.
- Create custom logo designs for personal branding or small businesses
- Develop the project scope, conduct user interviews, and create wireframes of a responsive website for a non-profit organization focusing on sustainable UX
- Developed and launched a portfolio ([www.CheekyChae.com](http://www.CheekyChae.com)) using HTML, CSS, and JavaScript

*Concurrent with freelancing, pursued professional UX & Frontend Development qualifications with CareerFoundry*

### Symphony Talent, New York, NY & Palo Alto, CA (April 2016 – Feb 2020)

*Employer branding and advertisement agency providing creative/content strategies & SaaS solutions*

#### Director of Analytics, Product Manager (Palo Alto, Jan 2019 - Feb 2020)

- Promoted to Director of Analytics to work with cross-functional teams and clients to discover new opportunities and user needs
- Oversaw product development of the company's SaaS analytics platform by working closely with R&D and UX designers, and keeping sales teams up-to-date on product releases through bi-weekly meetings
- Developed a usability report of the SaaS platform across 47 client accounts to understand data patterns and trends to help the company prioritize product releases

#### Team Leader / Director, Strategic Insights (Palo Alto, Jun 2017 - Mar 2019)

- Created and designed the scope of a new team called Strategic insights focusing on data analytics and metrics development to measure success on client's media strategy, content strategy, and website development
- Designed and standardized reporting using SQL and incorporating data visualization into client reports
- Coordinated across different teams to craft business strategies and product development plans for the company's SaaS analytics platform

#### Director, Client Strategy & Services (New York, Apr 2016 - Jun 2017)

- Worked with cross-functional teams to develop marketing strategies/budget plans for media buying and employer branding for the company's top 5 clients based on revenue

### Verizon, Basking Ridge, NJ (2014 Summer Internship, Sep 2015 – Mar 2016)

#### System Engineering Consultant

- Analyzed over 200K fiber-optic network installations per week and reduced field technician errors by 26%
- Researched and developed an internal whitepaper working with industry experts in preparation of the company's approach on Internet of Things

*Obtained an M.B.A. degree at Columbia Business School (New York, NY) in 2015*

### Bloomberg, Hong Kong (Dec 2005 – Mar 2013)

#### Electronic Trading Platform Sales Representative (Jun 2011 - Mar 2013)

- Increased client base up to 133 percent in Korea and 13 percent in Hong Kong over a two-year period resulting in enhanced revenue growth for the team
- Managed relationships with brokerage companies and conducted training on key trading functionalities

#### Exchange Business Manager / Product Manager (Sep 2007 - Jun 2011)

- Coordinated logistical flow of product enhancements related to real-time Exchange data feed working closely with sales teams and clients
- Developed project scopes and worked closely with R&D to prioritize projects and release deliverables
- Managed relationships and negotiated contracts regarding data purchasing and licensing with the Hong Kong Exchange, Korea Exchange, Mongolia Exchange, and third-party data contributors to ensure company is up-to-date with data offerings and data redistribution policies

#### Analytics Desk Representative & Team Leader (Dec 2005 - Sep 2007)

- Promoted to Team Leader in 2006 for a team of 20 people which involved monitoring daily operations of over 1,000 customer inquiries and setting communication guidelines during system outages
- Managed 80+ client inquiries daily on analytics with top ranking performance globally in service quality

### Brodeur Worldwide, Seoul, Korea (Oct 2004 – Nov 2005)

*Public Relations agency, part of the Omnicom Group*

#### Account Executive

- Focused on the technology sector implementing media strategies, and organizing press conferences/product launches for clients

## EDUCATION

### CareerFoundry | Online

UX Design Certification  
(Mar 2020 - Dec 2020)  
Frontend Certification  
(Dec 2020 - Mar 2021)

### Columbia Business School, Columbia University | New York, NY, May 2015

Masters of Business Administration

Activities:

Assistant Vice President  
for the Technology  
Business Group

Organizer for the South  
Africa Study Trip

Pro bono consultant for a  
Brazilian ebook start-up

### Yonsei University | Seoul, Korea, Aug 2004

B.A., Business  
Administration &  
Psychology (Dual major)

### University of California, Irvine | Irvine, CA, 2001 - 2002

B.A., Psychology  
Exchange Student

## SKILLS & TOOLS

Google Analytics  
SQL  
Jira & Confluence  
HTML & CSS  
JavaScript  
Adobe Illustrator  
Adobe XD  
Figma  
Procreate  
Adobe Photoshop

## LANGUAGE

Native fluency in both  
English and Korean

## INTERESTS

Creating custom  
commissioned art pieces  
Drawing  
Pottery  
Traveling