

Angela Chae



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WORK EXPERIENCE

Full-time Mom Seattle, WA (Nov 2021 - Present): Designer of human life

KidsLoop London, UK (Jun 2021 - Nov 2021)

E-learning solutions start-up for early years education

Product Manager

- Developed product roadmaps for multiple areas on the platform working with cross-functional teams
- Led workshops and discovery sessions for clients and internal stakeholders to develop mid to long term delivery goals for the product's analytics platform
- Oversaw the revamp of the analytics platform, from leading an in-depth analysis on the existing product, proposing a new framework and user flow, to releasing multiple reports under the new framework
- Developed a Product Requirement Document (PRD) framework for the entire product team
- Created prototypes to present and visualize product development goals for Adaptive Learning
- Responsible for team growth including hiring of product managers, product owners, and UX designers

Freelance Project Manager/UX Designer/Illustrator London, UK (Mar 2020 - Jun 2021)

- Consulted, enhanced user experience, and created design elements for a private equity company (www.est-partners.com) and a fitness brand (www.meggaball.com)
- Consulted and created custom illustrations for blogs and Sales presentations for a Silicon Valley based SaaS company specialized in data visualization and analytics dashboards

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/London, Jan 2019 - Feb 2020)

- Promoted to Director of Analytics to work with cross-functional teams and clients to discover new opportunities for the company's SaaS analytics platform
- Oversaw product development of the analytics platform by working closely with R&D and designers, and kept 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 steer company strategy on 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 to define key metrics and focus on data analytics that measures the impact of clients' media and content strategy
- Designed and standardized reporting using SQL and incorporated data visualization into client reports
- Coordinated across different teams to craft business strategies and product development plans for the analytics platform

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

- Developed marketing and employer branding strategies 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 developed a strategy to reduce 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 by 133% in Korea and 13% in Hong Kong over a two-year period resulting in material revenue growth for the team

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

- Implemented 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

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
HTML & CSS
JavaScript
Adobe Illustrator
Adobe Photoshop
Adobe XD
Figma
Procreate

LANGUAGE

Native fluency in both English and Korean

INTERESTS

Creating custom commissioned art pieces
Drawing
Pottery
Traveling