

Angela Chae



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 San Francisco 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
- Design and launch portfolio (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, which facilitated the decision making in project prioritization and product strategy

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 incorporated 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 / Project 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