

DAVID CHANG

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COURSES

Social Psychology
Design Thinking
Human-Centered Design
User Interface Design
Database Design & Mgmt.
Data Science and Analytics
Intro to Data Analysis
Text Information Systems
Data Structures

SKILLS

InDesign
Git
Java, C++
JavaScript, CSS, HTML
Python, Flask
SQL, R, Excel
Anaconda, Tableau

LEADERSHIP

Founders VP of Finance

Oversaw a \$25,00 budget,
connected 20 companies
with 500 students, reached
over ~1,000 students
through social media.

AAA Sports Chair

Increased revenue \$2000+,
paid membership 160%,
reached ~2700 students.

EDUCATION

University of Illinois at Urbana-Champaign
BS in Finance, Computer Science Minor

GPA: 3.38/4.00

Expected Graduation : May 2020

EXPERIENCE

Jubilee Media

Growth & Data Intern

Los Angeles, CA

Jan 2019–Present

- Driving virality (325m+ views) and quality (2.4m+ subscribers) of videos through data driven insights
- Building a video success "rubric" with key metrics to quantitatively guide the direction of our creative team
- Developing a Facebook Chatbot with Node.js, Express, and DialogFlow to tackle ~50% of incoming chats
- Building an Analytics Dashboard with JS, Youtube API, Google Sheets to analyze our videos at a deeper level

Chegg Inc.

Product Management Intern

Santa Clara, CA

May 2018–Aug 2018

- Spearheaded team of 15, defining solution and specs, internal and user pain points, and metrics to measure
- Built an automated system to detect annual ~400k users with delayed orders, segment by varying degrees of pain, and eliminate pain proactively with custom notifications and make goods to reduce contacts by 15%
- Wrote SQL queries and analyzed ~3m orders to extract the probability a user would contact in according to significant factors such as # of days delayed, shipping type, # of books ordered, seasonality, etc
- Tested API's with Postman, defined database schema, and distilled Databricks documentation for Eng team
- Designed and facilitated user research to further understand pain points and analyze potential solutions

Hack4Impact

Co-Director

Champaign, IL

May 2018–Jan 2019

- Ship 4 products in one semester; Philadelphia Reads, Cut to the Case, GlobalGiving, and Child's Play
- Oversee 4 product managers, shaping thought process of scope, product sense, leadership, and execution
- Drive a user-centric approach to relationships and processes, synthesizing user stories and journeys for the leadership team regarding recruiting, management, client relationships, and product development
- Exceed goals; 160% student outreach (800), 115% applicants (140), 250% info session attendees (200)
- First to: Lead a Design Sprint, bring on a UI/UX designer, source a Sponsorship, wear a dinosaur costume

Product Manager

Jan 2018–May 2018

- Shipped an open source RESTful webapp for Kiva, which determines the financial risk, stability, and eligibility of each microfinancing partner
- Fullstack development using React/Redux frontend, Flask/PostgreSQL backend
- Defined and executed on a feature release road map to guide a team of 7 Software Engineers
- Analyzed customer pain points to create and prioritize actionable, user-centric specs and user stories
- Eliminated 95% of usability issues through QA testing after releasing initial MVP

Haven

Founder

Cupertino, CA

May 2017–Present

- Developing an iOS app which aims to tackle taboo conversations through anonymous chat
- Building a NoSQL database (Firebase) to store and analyze user behavior, and a React Native frontend
- Laying out specs and use cases, focusing on user needs to design a user-friendly experience
- Structuring Agile methods and processes for customer-driven design and engineering