

# DAVID CHANG

dachang3@illinois.edu

## 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 \$25,000 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

### Datadog

Incoming Product Management Intern

New York, NY

Sep 2019–Dec 2019

### Jubilee Media

Growth & Data Intern

Los Angeles, CA

Feb 2019–Jul 2019

- Drove virality (50% growth to 510M views) and quality (40% growth to 3.4M subscribers)
- Best month (55M views, 260k subs) after implementing 7 day feedback dashboard with JS, Youtube API
- Developed a video success "rubric" with key metrics to quantitatively guide our creative team
- Increased page response rate to 99% by developing a Facebook Chatbot with Node.js, Express, MongoDB
- Built from ground up: e-commerce, sponsorships, AB testing, optimization, talent sourcing

### Sail

Co-Founder

Cupertino, CA

Jan 2019–Present

- Leading development of a social habit tracking iOS app, enabling friends & groups to build habits together
- Driving product market fit through assumption testing & research with ~50 users, UX tests, and interviews
- Bootstrapping our feature validation to acquire, retain, & encourage the right users to invite friends
- React Native frontend, Firebase backend, Google & Apple Analytics, carrd.co landing page
- Driving: Customer Acquisition, UI/UX Design, Research, Monetization, Product Virality, Org Efficiency

### 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
- Tested API's with Postman, defined database schema, and distilled Databricks documentation for Eng team

### 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)

### 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