

ALBERT TANG

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EXPERIENCE

Western Digital, Milpitas, CA August 2019 – Present (1 year)
Associate Product Manager

- Runs engagement campaigns across the SanDisk apps to improve user success metrics like MAU by over 27%
- Drives product development by analyzing market opportunity, user research, and executing competitive analysis
- Guides feature development by defining requirements and aligning business and engineering functions

Wing, Irvine, CA October 2018 – March 2019 (6 months)
Growth Intern

- Created new & innovative marketing initiatives to promote the launch of Wing, an AI personal assistant app
- Developed 10+ KPIs and success metrics to track customer acquisition, retention rates, and referral rates
- Executed user interviews to gauge customer engagement with marketing materials and app screens

Arts OC, Irvine, CA October 2018 – December (3 months)
Product Manager

- Built, executed, and launched a full-stack submission system to handle the 4000+ yearly art exhibition entries
- Transformed business needs into requirements by delivering a product that improved efficiency by 50%+
- Reduced redundancy and errors by introducing drop-down menus, Google Maps API, and a MySQL database

SanDisk, Milpitas, CA June 2018 – September 2018 (3 months)
Product Management Intern

- Managed the iXpand product, a hybrid storage device with ~\$80M in annual revenue and 400,000 MAUs
- Contributed to a 30% increase in iOS app ratings by analyzing 1000+ user reviews and in-app survey data from ~10 surveys; subsequently sharing my findings with Engineering and UX Design to drive feature development
- Increased efficiency of app analysis practices by 300% by utilizing Tableau to find new market trends

Code Cube, Irvine, CA May 2018 – March 2019 (10 months)
Co-Founder, Project Manager

- Spearheaded a club that builds successful software products & solutions for local start-ups in Orange County
- Optimized Muzaic's website by utilizing Google Analytics to fix ineffective user flows with 90%+ bounce rates
- Led meetings as the SCRUM master and developed weekly sprint reports to align with the CEO of Muzaic

ADDITIONAL PROJECTS

Young Professionals Group (YP)
• Co-launched a 60+ member community at Western Digital to promote inclusion, culture for young professionals

Hitch
• Developed a ridesharing iOS app built for college students with prices up to 95% lower (never finished)

Sternberg
• Designed and developed the initial MVP for a web-browser game to improve memory-loss in lab patients

Dragon Boat Website
• Built and shipped a website for the university's Dragon Boat community of 800+ active and alumni members

EDUCATION

University of California, Irvine June 2019
B.A. in Business Administration, Minor in Informatics GPA: 3.80

RELEVANT SKILLS & INTERESTS

Software: Python, JavaScript, HTML, CSS, SQL, Tableau

Data: Excel, Tableau, SQL, Google Analytics

Design: Adobe XD, Figma

Interests: Basketball, Video Games, Guitar, Tennis, Product, Writing, Traveling