ALBERT TANG

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EXPERIENCE 💼

Western Digital, Milpitas, CA Aug 2019 – Sep 2021
Product Manager, Mobile Apps
- Reduces user complaints by 68% by shipping new educational screens in the mobile user journey
- Drives user research by increasing user signups by 240% and gathering 3000+ survey responses
- Improves engagement metrics and KPIs like MAU by 27% by running A/B notification campaigns
- Decreases negative app ratings by 71% by gleaning and prioritizing customer reviews & feedback

Code Cube May 2018 – Mar 2019
Co-Founder, Project Manager
- Developed mockups to improve the website's UX and fix user flows with low engagement rates
- Optimized our client's website by identifying and fix ineffective user flows with 90%+ bounce rates
- Led meetings as the SCRUM master and developed weekly sprint reports to align with the client

Arts OC, Irvine, CA Oct 2018 – Dec 2018
Product Manager
- Built and launched a full-stack submission system to handle the 4000+ yearly student art entries
- Prioritized and delivered on requirements by launching a stack that improved efficiency by 50%
- Improved user journey by introducing select menus, useful APIs, and a MySQL database

SanDisk, Milpitas, CA June 2018 – Sep 2018
Product Management Intern
- Managed a mobile storage device & mobile app with $80M in annual revenue and 400K MAUs
- Drove a 30% increase in app rating by prioritizing feature development through user review analysis
- Improved competitive app analysis by 300% by utilizing Tableau to visualize new market trends

PROJECTS 🖥

Code Cube May 2018 – Mar 2019
- Spearheaded a team that shipped software products & solutions for a local platform start-up

Sternberg Jan 2018 – June 2018
- Designed and developed the MVP for a web-browser game to improve memory-loss in lab patients

EDUCATION 🎓

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

TECHNICAL SKILLS 🚀

Programming: Python, JavaScript, HTML, CSS
Data: Excel, Tableau, SQL, Google Analytics
Design: Adobe XD, Figma