

ALBERT TANG

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EXPERIENCE

Western Digital, Milpitas, CA

Aug 2019 – Present

Product Manager

- Drives roadmap vision by prioritizing feature development across two apps with 1.3M+ users
- Decreases negative app ratings by 71% by prioritizing user feedback with Engineering and Design
- Improves engagement metrics like MAU by 27% by running A/B test campaigns across our apps

Wing, Irvine, CA

Oct 2018 – Mar 2019

Growth Marketing Intern

- Developed marketing initiatives to promote the launch of Wing, an AI personal assistant app
- Defined 10+ KPIs and growth metrics to measure user acquisition and retention/referral rates
- Executed user research to better optimize the customer journey and experience within the app

Arts OC, Irvine, CA

Oct 2018 – Dec 2018

Product Manager

- Built and shipped a full-stack submission system to handle the 4000+ yearly student art entries
- Improved efficiency by 50% by working with Engineering to achieve the desired client vision
- Optimized 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 400,000 MAUs
- Drove a 30% increase in app rating by driving feature development through user review analysis
- Drove decision making about a future product's feature set by conducting 20+ user interviews

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

- Created and developed the MVP for a web-browser game to improve memory-loss in lab patients

UC Irvine Dragon Boat

Oct 2017 – Dec 2017

- Launched and shipped a website for the undergraduate Dragon Boat team & alumni community

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