Christopher Chin Fong

Product Developer

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Experience

StoryApp

2012-Present

Product Manager



- Architected a strong UX, building 7 different iterations of wireframes to create a simple yet intuitive process
- Devised game mechanics to increase virality, creating a sign in process allowing 7,000 users to bid for early entry
- Breathed high quality customer service culture into business by actively interacting with 18,000 users on & off app
- Built Mixpanel analytics to measure daily growth and 75% daily retention, using the data to improve the app
- · Managed product roadmap specs, daily standups, scrums and weekly sprints on, Skype, & Evernote
- Created a culture for a team which included a Mckinsey consultant, Blue Sky director, & Badgeville Engineer



A&L Consulting 2012-Present

Product Manager

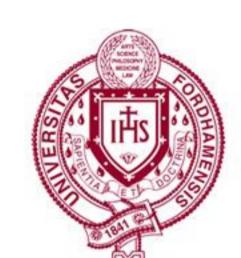
- Sold approximately \$100,000 in design and engineering work to fund team's compensation
- Developed and managed a pipeline of clients in the start-up industry needing websites
- Crafted well thought out wireframes and designs, shaping a unique experience for each client
- Engineered 15 websites by following each design down to the last pixel; keeping mobile responsiveness in mind
- Increased clients' growth through website by 100%, leading Telepharm.com to possibility of selling it's company

Plyfe

lyfe 2012

Head of Customer Experience

- Invented games for users to earn points and rewards for being active on their social media accounts
- Ran quality assurance test making sure all environments functioned properly, providing a bug free experience
 Led and handled over 50,000 users, creating a highly active community and set a tone for the company image
- Influencer analytics identification and targeting our core groups of users based on points earned
- Designed wireframes and user flows mapping out an individual experience for brand partners
- Grew business to 50,000 users 1 month after beta launch, in total earning nearly 210 million points



Fordham Law

2010-2012

Technician

- Support students and professors with solutions to their hardware & software issues
- Practiced the methods of Six Sigma, Itil, and Lean in order to create the most efficient work environment
- Documented issues through tickets on Track-It for a detailed history of customer interaction and solution

Education

Fordham University 2008-2012 Management & Entrepreneurship

Skills

Software

Customer Service	0000	Axure&Balsamiq	0000
Gamification	00000	HTML 5	0000
UX/UI	00000	Photoshop	00000
Product Dev.	00000	CSS	0000
Design	00000	Mixpanel/Kontaget	0000
Analytics	00000	Illustrator	0000
Engineering		Javascript	0000

References

Tina Shah (847) 691-2646 Tinapshah@gmail.com Jerod Chirico (914) 960-2075 Jerodchirico2@gmail.com