

Christopher Chin Fong

Product Developer

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Experience



StoryApp 2012-Present Product Manager

- Conceptualized & developed StoryApp, allowing users to tell their story by recording their voice over photos
- 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 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

Customer Service	●●●●●
Gamification	●●●●●
UX/UI	●●●●○
Product Dev.	●●●●○
Design	●●●●○
Analytics	●●●○○
Engineering	●●●○○

Software

Axure&Balsamiq	●●●●●
HTML 5	●●●●●
Photoshop	●●●●○
CSS	●●●○○
Mixpanel/Kontaget	●●●○○
Illustrator	●●○○○○
Javascript	●○○○○○

References

Tina Shah	(847) 691-2646	Tinapshah@gmail.com
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