

# DAVID CHANG

Product • Design

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## EXPERIENCE

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### Sidewise.app • Co-Founder, Product, Design

*Feb 2020 – Present • Champaign, IL*

- Scoped and designed a tool to help recruiter source and hire top talent through GitHub
- Launched and iterated V1 in 12 weeks to 1000's of page views, ~15% conversion to download
- Conduct user and usability interviews to improve UX, resulting in >50% account creation
- Interviewed with YCombinator twice, front page of Product Hunt

### Sail • Co-Founder, Product

*Jan 2019 – Jan 2020 • Cupertino, CA*

- Led development of a social habit tracking iOS & Android app for friends to build habits together
- 500+ Users, 1000+ habit completions, 500+ challenges created, revenue generating
- Interviewed 50+ target users, ~50 UX tests, and bootstrapped MVPs to test assumptions
- React Native frontend, Firebase backend, Google & Apple Analytics, carrd.co landing page
- Interviewed with (and got rejected by!) YCombinator, front page of Product Hunt

### Datadog • Product Management Intern

*Sep 2019 – Dec 2019 • New York, NY*

- Crafted on-boarding trial experience to unlock value for trial accounts & drive conversions
- Identified and redesigned >50% drop-offs in on boarding funnel using Snowplow & Looker
- Conducted qualitative analysis through sales calls, customer support, and internal dogfooding

### Jubilee Media • Growth & Data Intern

*Feb 2019 – Jul 2019 • Los Angeles, CA*

- Built custom reporting dashboard to analyze video performance, industry trends, revenue growth
- Boost CTR by over 400% by creating an AB testing process for thumbnails—first in industry
- Designed & measured metrics for success with monthly analysis to guide the creative team
- Increased page response rate to 99% by developing a chatbot with Node.js, Express, MongoDB
- Built from ground up: e-commerce, sponsorships, AB testing, optimization, talent sourcing

### Chegg • Product Management Intern

*May 2018 – Aug 2018 • Santa Clara, CA*

- Spearheaded team of 15, defining solution and specs, user pain points, and metrics to measure
- Built an automated system to detect annual ~400k users with delayed orders, then eliminate pain through custom notifications and make goods to reduce customer service contacts by 15%
- Wrote SQL queries and analyzed ~3m orders to extract the probability a user would contact in
- Tested API's with Postman, defined database schema, and distilled Databricks documentation

## EDUCATION

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### U of I at Urbana-Champaign

BS in Finance, CS minor

May 2020 • 3.41 GPA

Design Thinking  
Human-Centered Design  
User Interface Design  
Database Design & Mgmt.  
Data Science and Analytics  
Text Information Systems  
Data Structures  
Distributed Systems

## PROJECTS

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### Hack4Impact, President

501c3 building software for nonprofits. Shipped 4 products per semester, oversaw 4 product managers. Personally shipped microfinance tool for Kiva.

### Medium Blog

Blog on Product, Life, Startups. 1,000 MAU & total reach of 20k+.

### Haven

Social network & safe space to discuss difficult or taboo topics.

## SKILLS

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InDesign, Figma  
Git, Java, C++  
JavaScript, CSS, HTML  
Python, Flask  
SQL, R, Excel  
Anaconda, Tableau