DAVID CHANG

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COURSES

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

SKILLS

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

PROJECTS

Medium
Blog on Product, Life, Startups. 1,000 MAU & total reach of 15k+.

Haven
Never finished. Social network & safe space to discuss difficult topics.

TinoJobs
Never finished. Help students find local employment.

EDUCATION

University of Illinois at Urbana-Champaign   GPA: 3.38/4.00
BS in Finance, Computer Science Minor   Expected Graduation : May 2020

EXPERIENCE

Datadog   New York, NY
Product Management Intern   Sep 2019–Dec 2019
- Spearheaded redesign of on-boarding trial experience to unlock value for trial accounts & drive conversions
- Identified huge drop-offs in on boarding funnel using Snowplow Analytics & Looker
- Implemented solutions based on qualitative data; sales calls, customer support, and internal dogfooding

Jubilee Media   Los Angeles, CA
Growth & Data Intern   Feb 2019–Jul 2019
- Best month (55M views, 260k subs) after implementing 7 day feedback dashboard with JS, Youtube API
- Developed video success "rubric", as well as monthly & per-episode analysis, to guide the creative team
- Increased page response rate to 99% by developing a Facebook Chatbot with Node.js, Express, MongoDB
- Built from ground up: e-commerce, sponsorships, AB testing, optimization, talent sourcing

Sail   Cupertino, CA
Co-Founder   Jan 2019–Present
- Leading development of a social habit tracking iOS app, enabling friends & groups to build habits together
- Metrics include Tournament MVP started in 6 hours with 70 users, 95% DAU in week 1, 300+ habits done
- Driving product market fit through interviewing 50+ target users, ~50 UX tests, and MVP assumption tests
- React Native frontend, Firebase backend, Google & Apple Analytics, carrd.co landing page
- Interviewed with (and got rejected by!) Y Combinator, front page of Product Hunt

Chegg Inc.   Santa Clara, CA
Product Management Intern   May 2018–Aug 2018
- Spearheaded team of 15, defining solution and specs, internal and user pain points, and metrics to measure
- Built an automated system to detect annual ~400k users with delayed orders, segment by varying degrees of pain, and eliminate pain proactively with custom notifications and make goods to reduce 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 for Eng team

Hack4Impact   Champaign, IL
Co-Director   May 2018–Jan 2019
- Ship 4 products in one semester; Philadelphia Reads, Cut to the Case, GlobalGiving, and Child's Play
- Oversee 4 product managers, shaping thought process of scope, product sense, leadership, and execution
- Drive a user-centric approach to recruiting, management, client relationships, and product development
- Exceed goals; 160% student outreach (800), 115% applicants (140), 250% info session attendees (200)

Product Manager   Jan 2018–May 2018
- Shipped an open source RESTful webapp for Kiva, which determines the financial risk, stability, and eligibility of each microfinancing partner
- Fullstack development using React/Redux frontend, Flask/PostgreSQL backend
- Defined and executed on a feature release road map to guide a team of 7 Software Engineers