

# Irene L. Chang

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## WORK EXPERIENCE

### Graphiq

KPCB-backed knowledge graph engine with 35+ million monthly users that puts data into context for researchers and journalists

*Senior Product Associate for Newsdesk*

New York, NY | Apr 2016 - Present

- Owned product integration of Graphiq data visualization product into the world's largest international multimedia news provider, Reuters News Agency, serving 2.3k publishers in 130 countries
- Increased association rate of data visualization to news story by +75% by building a programmatic association framework using ETL software and leveraging metadata around recurring news themes
- Achieved single-day company records with 43M impressions visits by developing election coverage strategy and managing 30+ people to provide live data visualization dashboards for publishers such as Reuters and Yahoo!
- Trained 30+ seasoned journalists at AAJA's executive leadership bootcamp on product management best practices

*Product Associate for InsideGov*

Santa Barbara, CA | Aug 2015 - Mar 2016

- Drove 15M monthly impressions by automating data collection and visualization for 200+ international macroeconomic and microeconomic indicators from the World Bank, IMF, and OECD
- Broke 324k real time impression record by leading 15-person team to institute election debate coverage for 20+ debates by formulating data collection methodology and optimizing content delivery pipelines to clients
- Generated \$170k quarterly revenue and 3.8M sessions by sourcing and visualizing data for 40+ editorial pieces syndicated on 20+ national publishing networks such as Hearst and Lee

## PROJECTS

- **Civic Hall Labs, Delta.NYC - Pro Bono Consultant (2016):** Saved non-profit \$25k by designing and developing project work plan on digital audit through SEO optimization, data presentation, and newsletter A/B testing

## ACCOMPLISHMENTS

- **Microsoft Professional Program - Data Science (2017):** Selected to be 1 of 10 women from 100+ engineers globally through Microsoft's Codess community to be sponsored for its data science certificate program
- **Graphicacy's Major League Data Challenge (2016):** Won second place in data visualization competition by designing visualization depicting the presidential nomination process to aid public understanding of the election
- **Hult Prize Regional Finalist: Dubai (2015):** Selected from 20,000+ applications from 500+ universities around the world to represent the London School of Economics at the Hult Prize Regional Finals in Dubai

## EDUCATION

### University of California, San Diego

*B.A. in Economics, B.A. in Political Science*

La Jolla, CA | Sep 2011 - Jul 2015

Organizations: Campus-Wide Senator, AVP of Enterprise Operations, Director of Operations for Triton Outfitters, Kappa Alpha Theta

### London School of Economics and Political Science

*Integrated Visiting Student: Department of Government*

London, U.K. | Sep 2015 - Jun 2015

## SKILLS & INTERESTS

ETL  
SQL

Python  
JavaScript

Web Scraping  
Regex

Conversational French  
Conversational Mandarin