

## SOCIAL MEDIA

### WEBSITE

[www.peterychong.com](http://www.peterychong.com)

### LINKEDIN

[www.linkedin.com/in/chongpeter/](http://www.linkedin.com/in/chongpeter/)

## EDUCATION

### UNIVERSITY

University of Maryland,  
Robert H. Smith  
December 2017

### MAJOR

Bachelors of Science in Finance,  
Management Information Systems

## CONTACT

### PHONE

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### ADDRESS

10390 Bluearrow Ct.  
Columbia, Maryland 21044

## SKILLS

HTML 5	Agile
CSS	SDLC
Wireframe	Waterfall
PHP	Feature Definition
SQL	Research
Adobe XD	Strategy
Cost Analysis	Leadership
Business Writing	Empathy

# Peter Chong

## Product

## EXPERIENCE

Feb. 2018-Present

### IBM | UX Consultant

- Develop interactive e-learning courses on Adobe Captivate to increase engagement
- Coordinate design thinking sessions to create user-flows with clients
- Create mock-ups for a new website design for a Government Agency to increase page view duration and to reduce bounce rates
- Interview clients and gather requirements to design a widget to alert end-users for errors

Jun. 2017-Aug. 2017

### SAP Concur | Product Manager Intern

- Designed the strategy for a free trial experience for a new next-gen product offering to increase conversion rate for existing users
- Identified KPI's to indicate a successful free trial launch
- Led phone interviews with existing clients to gather requirements and to build out personas
- Created user flows, notification alert, feedback loops and an engagement strategy
- Assisted Product Managers during scrum meetings

May 2015-May 2017

### Talk Local | Business Strategy Analyst

- Interviewed, hired and managed a team of 25 interns
- Delegated tasks to team members accordingly to skill-sets and tracked progress through Asana
- Led partnership strategy by creating pitch decks, identifying POC and defining use-case for integrations
- Assisted in developing users flows on speech apps for Alexa and Windows Harman Kardon
- Designed user flows of a widget used on business pages that was published for use on Facebook
- Updated and managed internal metrics using QuickBooks Online to increase efficiency and lower expenses by 30%

Feb. 2014-May 2015

### Deli 14 | Co-Owner

- Managed up to \$20,000 a month and increased inventory turnover by 20% by optimizing an inventory tracking spreadsheet
- Constructed a customer retention strategy by producing an e-mail list of over 120 people and sending out coupons
- Added new complimentary products to existing offerings to increase average sale per customer by 33%
- Generated up to 2,300 impressions per month by maintaining Yelp and Facebook pages
- Researched competitors in proximity to identify and leverage differentiation in a saturated market