Peter Chong
Product Manager

SOCIAL MEDIA

WEBSITE
www.peterychong.com

LINKEDIN
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

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Columbia, Maryland 21044

SKILLS

HTML 5	Agile (Certified)
CSS	SDLC
Wireframe	Waterfall
PHP	Feature Definition
SQL	Research
Adobe XD	Strategy
Cost Analysis	Leadership
Business Writing	Asana/Trello

EXPERIENCE

Feb. 2018-Present

IBM | Sr. UX Consultant

- Develop a wholistic CX strategy and roadmap for FEMA products under RiskMAP
- Coordinate design thinking sessions to develop user stories and user-flows considering human centric design
- Create mock-ups for a new website design for a Government Agency to increase view duration and to reduce bounce rates
- Maintain and create digital content for internal/external government website for clerks and mailers
- Interview clients and gather requirements to design a widget to alert end-users (Commercial Mailers) for errors
- Create SOP's, userguides, factsheets, paper flyers, and posters for mail clerks and create presentations for executive level meetings for an USPS VP of Technology
- Develop interactive e-learning courses on Adobe Captivate to increase engagement metric

- *Received the Innovation and Delivery Excellence award in 2019 for innovative deliverables*
- *Received the Service Excellence Award in 2018 for putting the client first and delivering excellent work*

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 to new offering
- 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
- Developed a cost analysis

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 business 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
- 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 with social campaigns