# **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 Combined GPA 3.47

# **CONTACT** -

#### **PHONE**

(443) 812-3466

#### MAIL

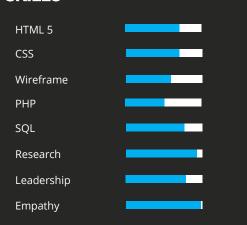
Pchong15@gmail.com

# **ADDRESS**

10390 Bluearrow Ct.

Columbia, Maryland 21044

#### **SKILLS**



# 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**

- Developed UI/UX of a free trial experience for a new addon product offering to increase conversion rate for existing users
- Identified KPI's to be tracked 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

May 2015-May 2017

### Talk Local | Business Strategy Analyst

- Interviewed, hired and managed a team of 25 interns, delegating projects accordingly to skill-sets
- 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%
- Led business development efforts with companies by creating pitch decks, talking points and mock-ups for integrations

Feb. 2014-May 2015

# Deli 14 | Co-Owner

- Managed up to \$20,000 a month and increase inventory turnover by 20% by optimizing an inventory tracking spreadsheet
- Sustained relationships with clients by producing an e-mail list of over 120 people to increase retention
- Added new complimentary products to increase average sale per customer by 33%
- Generated up to 2,300 views per month by maintain Yelp and Facebook pages and creating flyers and takeout menus