WILLIAM HONG

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SKILLS

Business	Product Management, Customer Interview, Business Intelligence
Software	Trello, Jira, Asana, SketchUp, Adobe Creative Cloud, InVisionApp
Design	Design Thinking, User Experience Design, User Interface Design
Technology	HTML, CSS, JavaScript, PHP, JSON, XML, Git
Strategy	Cross Functional Team Lead, Agile/Kanban, Product Release, Innovation, Software Development Lifecycle, Product Roadmap, Lean Startup
Other	Chinese
Programming	MATLAB, Python, Bash, VB.NET, C#, C++, Java, UML, JavaScript, HTML, CSS
Web	Scalable Web Architecture, Ad Serving Process, Push Notification Server, CMS
Database	SQL
Project	Agile

EXPERIENCE

Johns Hopkins University Applied Physics Laboratory (JHU/APL)   Laurel, MD, 11/16 – Present

PRODUCT MANAGER

- Led product roadmap and requirements of user and identity management.
- Defined product roadmap and functional/technical requirements of personalization capabilities for user experience through evidence-based A|B testing.
- Identified personalization capabilities required to deliver user experiences and define technical requirements for each platform in the personalization pipeline.
- Prioritized feature backlog for a product that continuously delivers measurable value towards the product vision.
- Drove product strategy, vision, and roadmap evangelizing to all the teams, partners, and users.

Johns Hopkins University Applied Physics Laboratory (JHU/APL)   Laurel, MD, 12/13 – 10/16

PRODUCT COMMUNICATIONS MANAGER

- Collaborated with Brand, Product, Editorial, UX, and Marketing teams to ideate on innovative personalization experiences that drive customer satisfaction, retention, and engagement.
- Wrote detailed product and technical requirements for implementation and worked closely with engineering team to deliver on those requirements.
- Designed and prototyped process to discover customer problems and create valuable, desirable, and feasible solutions.
- Actively engaged customers and the larger community of users.
- Innovated and iterated on agile PM processes and shared our insights.

Johns Hopkins University Applied Physics Laboratory (JHU/APL)   Laurel, MD, 8/12 – 11/13

LEAD TECHNICAL ENGINEER

- Designed, implemented, and tested product features to statistically outperform competitors on KPIs.
- Analyzed customer needs, conducted technical sales presentations, and developed long-term customer relationships.
- Evaluated and provided feedback on future technologies and new releases/upgrades.

- Shared best practices with team members to enhance the quality and efficiency of customer support and contribute to the technical knowledge base.

Johns Hopkins University Applied Physics Laboratory (JHU/APL)   Laurel, MD, 8/10 – 7/12

TECHNICAL ENGINEER

- Partnered with engineering personnel to prioritize and escalate software bugs.
- Translated business needs into product requirements and work with product management to add enhancements.
- Provided business and technical solutions to help customers optimize use of solution.
- Prioritized, managed, and executed projects cross-functionally.

EDUCATION

Johns Hopkins University   Baltimore, MD, 2/11 – 5/13

Master of Science in Engineering in Systems Engineering

University of Maryland College Park   College Park, MD, 8/06 – 5/10

Bachelor of Science with Honors in Electrical Engineering