Peter Chong

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

PHONE
(443) 812-3466

MAIL
Pchong15@gmail.com

ADDRESS
7336 Rockford Drive, Falls
Church, VA 22043

SKILLS

Adobe XD (Certified)	Agile (Certified)
HTML 5	SDLC
Wireframe	Cross-Team Collab.
Google Analytics	Mobile
SQL	User Research
Design Thinking	Strategy
Cost Analysis	Service Design
Business Writing	Asana/Trello

EXPERIENCE

Feb. 2018-Present

IBM | Sr. UX Consultant

- Develop a wholistic CX strategy and roadmap for a Gov. agency to become more end-user centric
- Create a quarterly anayltics report leveraging Google Analytics and other internal data sources to identify insights and recommendations to product owners
- Create and decide user experience guidelines (e.g, design systems) and acceptance criteria
- Re-design and prototype a Gov. based applications with adobe XD after interviewing end-users through design thinking
- Discover user problems, prioritize essential features and create acceptance criterias
- Coordinate and lead design thinking sessions to develop user stories, user-flows, and personas considering human centric design
- Create mock-ups for a Gov. agency to increase view duration and to reduce the bounce rate by leveraging Google Analytics
- Interview clients and gather requirements to design a widget to alert end-users (Gov. vendors) for errors to prevent late payments and overcharge
- Develop an interactive e-learning courses on Adobe Captivate to increase internal users to use a product more efficently and to increase internal 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

- Developed the strategy for a free trial experience for a new next-gen product offering to increase conversion rate of free users to paid 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
- Developed a cost benefit analysis on net benefits of offering a premium feature

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