Marco Chiang

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Experience

Onyx — Product Management Consulting   October 2019 - November 2019
- ❖ Design end to end user studies for varying customer life cycles
- ❖ Research competitive market to help guide product focus
- ❖ Prioritize product features using key objectives and measurements

Black Box VR — Product Management Consulting   July 2019 - September 2019
- ❖ Conducted user research and prioritized features to increase retention for first time users
- ❖ Reduced user on-boarding time by 10 minutes improving overall NPS survey scores by 40%

Wedding Dress For Rent — Product/Marketing Lead   July 2018 - Present
- ❖ Designed go-to-market strategy for e-commerce business with over $800 in revenue during launch
- ❖ Revamped marketing strategy using A/B testing and increased in-bound leads by 25%
- ❖ Created new service offering which converted 67% of new users to paid customers

Apple Inc — UI Engineer Lead   June 2017 - Present
- ❖ Collaborated with business stakeholders to launch Business Chat on Messages which after the first year reached 1-2 million chats per day saving call center agents hours on the phone
- ❖ Launched WeChat's Apple Official Account as an additional sales channel targeting the China market gaining 1 million followers in the first month and bringing in millions in sales the first year

Apple Inc — ITDP (IT Development Program ~ 6-9 months/rotation)   October 2014 - June 2017

Customer Systems - Full Stack Web Developer / Project Manager
- ❖ Conducted internal user research to build a dashboard for project health/status visualization that saved our team hundreds of hours every year on manual tasks
- ❖ Coordinated a black project involving over 6 different cross functional business and engineering teams and created a 5 year road map gathering specs and requirements

User Experience - UI/UX Designer / Prototyper
- ❖ Produced a full redesign of an internal website used by hundreds of thousands of employees utilizing user research, Apple's design standards, and iterations of mockups
- ❖ Pioneered a custom Sketch plugin for the teams designers that saved hours of manually creating design spec documents
- ❖ Researched and compiled weeks worth of data by shadowing Apple Store retail employees and consumers to pinpoint user experience flaws
- ❖ Oversaw weekly internal design reviews with a small team creating new concepts for improved retail experiences, then prototyped a concept that would reduce consumer wait times at the retail stores by 30%

Mobile Apps - Prototyper / iOS Engineer
- ❖ Gathered business requirements and collaborated with internal API teams within Apple to build a feature to reduce customer wait times by 30%

Retail Engineering - MacOS Engineer
- ❖ Redesigned an internal tool to help retail employees manage inventory and through iterative builds, identified feature requirements to solve issues that weren't addressed prior

The Intern Project — President of Non-Profit Organization   June 2014 - June 2016
  ❖ Fundraised over $10,000 per summer from top bay area tech companies and venture
  capitals to host events for our 8,000+ community of bay area interns
  ❖ Introduced exclusive events: dinners with startup executives, hackathons, meetups, and our
  flagship annual event, The Intern Picnic, reaching attendance of 1,000 top technical interns

Wearable World — Entrepreneur in Residence   July 2014 - September 2014
  ❖ Consulted for various startups in the wearable tech space on funding, marketing strategies,
  product design, and prototyping

Hero Hacks — Founder and Lead Organizer   July 2014 - August 2014
  ❖ Organized a 24 hour, wearable tech themed, hackathon connecting top companies like
  Jawbone, Pebble, Thalmic Labs, and Oculus, with 100 professional engineers in the Bay Area

Loopd Inc — Founding Team Member   April 2014 - July 2014
  ❖ Responsible for full-stack engineering, marketing, sponsorship, evangelism, partnership,
  fundraising, and product responsibilities for this multi-million dollar, venture funded startup
  ❖ Spearheaded a growth hack marketing campaign to attract users through a referral system
  totaling 300% net increase in mailing list subscribers

Leaf Inc — Founder   September 2013 - April 2014
  ❖ Attended over 30 meetups, conferences and trade shows to research the typical attendee
  and developed a hardware solution to facilitate professional networking
  ❖ Toured top manufacturers in Taiwan like Quanta and FoxConn to devise a production
  strategy
  ❖ Founded a team of 12 University designers, engineers, business devs, and a pro bono
  contractor to build prototypes of the product for demos, events, and fundraising

Apple Inc — Full Stack Web Developer Intern   Summer 2013
  ❖ Interviewed internal employees to gather product requirements and built a request
  management web app reducing a once, day-long task into minutes

Cisco Systems Inc — Software Engineer Intern   Summer 2012
  ❖ Worked with lead engineers to design and build complex network configuration systems

Off Campus Student Services — Lead Full Stack Web Developer   Spring 2012 - Spring 2014
  ❖ Designed and built product features for the website to allow students to easily find housing
  off campus, often working with the product owner

Education

University of Massachusetts Amherst, Amherst, MA   May 2014 | GPA 3.3
B.S. Computer Systems Engineering