

BRIAN C. NG

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EXPERIENCE

PATHCHECK FOUNDATION - *privacy-first contact tracing solutions for Covid-19*
Lead Product Manager

New York, NY
May 2020 - Oct 2020

- **Product Strategy:** Crafted mobile app product strategy & roadmap to enable digital contact tracing across 7 states and countries; set activation, retention, and engagement goals and mapped to product functionality, which include a redesigned onboarding experience, Symptom Tracker, and Post-Exposure Notification UX.
- **Customer Discovery & Insights:** Led discovery research in university ecosystem conducting 15+ interviews with students, staff, and admin; synthesized recommendations to not pursue education market because of technology, ethical, and brand risks; convinced senior leaders to redirect resources to government market and non-GPS, privacy-first solutions.

ALLTIMEPOWER - *renewable energy marketplace*
Senior Product Manager

New Orleans, LA
Apr 2019 - Jun 2020

- **Driving business outcomes:** Launched “Easy Estimate” feature to enable accurate, remote quotes for customers by setting up 10+ A/B testing experiments and designing UX/UI; resulted in 23% inc. in weekly active users and 37% inc. in revenue.
- **Acquisition Strategy:** Developed a digital acquisition strategy by revamping paid and email marketing, creating a lead approval algorithm, and optimizing 2 lead generation funnels; changes increased leads by 21% and reduced CAC by 18%.
- **Metrics and OKRs:** Identified new retention metric (weekly active users) by analyzing personas, core behaviors, and frequency of problem; aligned organization around this metric by building SQL analytics dashboard and mapping to OKRs.

REVELRY LABS - *digital innovation studio*
Product Manager

New Orleans, LA
Dec 2017 - Nov 2018

- **Team leadership:** Led a cross-functional team of 15 and shipped end-to-end driver dispatch flow to sand logistics software that increased total tons delivered by 373%, daily active drivers by 27%, and dispatcher productivity by 35%.
- **Design Sprints:** Organized and facilitated multiple design sprints for clients and internal teams to align teams through collaborative co-creation; materials and case studies became the foundation for Revelry’s Design Sprint service offering.

Software Engineer

Oct 2015 - Dec 2017

- **Analytical & Technical Skills:** Partnered with entrepreneurs and Fortune 500 companies to design, code, and release three digital products (e.g. mobile app for fishing, bowling app software, redesigned Hyatt member site) to market.
- **Programming Languages:** JavaScript, React/React Native, HTML/CSS, Ruby on Rails, NodeJS, Elixir.

IBM INTERACTIVE - *global digital agency and consultancy*
Senior UX Designer & Consultant

New York, NY
Aug 2012 - Oct 2015

- **Product Innovation:** Launched first banking app on Apple Watch for Citibank; conducted customer research to uncover core Jobs-to-be-Done; created wireframes that enabled users to view transactions, check their balance, and send money.
- **User Experience Design:** Created wireframes for Tiffany & Co.’s front end and mobile web redesign, increasing web traffic by 32% and sales conversion by 13%; other UX clients include Verizon Wireless and Banorte.

EDUCATION

New York University, Stern School of Business
BS in Finance and Social Entrepreneurship

New York, NY
2008 - 2012

DevMountain Coding Bootcamp
13 Week Full Stack JavaScript Web Development Immersive

Salt Lake City, Utah
Summer 2015

Reforge (Cross-Functional, Career Accelerator Programs)
Courses include: Growth Series, Retention and Engagement Deep Dive, and Product Strategy

New York, NY
Sep 2020 - Present

ADDITIONAL

- **Skills & Tools:** JIRA, Confluence, HotJar, Figma, Miro, Airtable, ProdPad, Intercom, Slack, Zapier
- **Extracurricular:** Aikido, Cycling, Travel, Digital Advisor at Flowering Lotus Meditation Center