

# Daniel S Chung

[danielschung.github.io](https://danielschung.github.io)

## Experience

### **Carle Health | Senior Product Manager** *Apr 2021 - Present*

Drive product strategy and manage product lifecycle for web. Foster innovative culture and product management philosophy. Develop roadmap, build collaboration, balance competing stakeholder, end-user, and tech priorities to achieve great digital-frontdoor experiences. Monitor engagement metrics to provide continuous insight and maximize value.

Set up chat bot system that assists customer acquisition by boosting lead conversion rate to 39%. Generated ~\$0.8 million in revenue per year since 2021.

Launched an enterprise Document Management System that achieved a major process improvement in the organization.

### **Carle Health | UX Designer** *Feb 2018 - Apr 2021*

Deploy and refine best UX practice and advocate design thinking throughout the organization. Plan and execute digital solutions across multiple websites and mobile apps. Create design systems, wireframes, and high-fidelity code prototypes. Spearhead major design changes across enterprise and implement code directly to Azure DevOps.

Improved a large portion of the main site to increase CTR by 602%.

Developed a custom SCSS and JS library to apply design consistency across internal products and speed up development.

### **Marvin Keller | Marketing Specialist** *May 2016 - May 2018*

Conduct marketing activity for mid-sized transportation carrier. Report directly to CEO and present strategic initiatives by extracting meaningful data, oversee implementation of marketing campaigns that drive brand, growth, customer retention and loyalty.

Launched new website with user centered design to compete with Fortune 500 carriers.

Developed structure for HTML email campaigns and CRM solution that improved engagement by 235%.

Improved overall social media engagement by 178%.

Laid groundwork for company rebranding and retention initiatives through audience engagement solutions, social media campaigns and constructing story through video ad campaigns.

### **State Farm | Videography Intern** *May 2015 - Aug 2015*

Created and managed social media and web content including video advertisement campaigns for recruiting and brand awareness purposes at the Research and Development Center.

## Contact

[danielschung2@gmail.com](mailto:danielschung2@gmail.com)  
217-671-8445

## Education

### **University of Illinois**

BS Media and Cinema Studies  
*Cumulative GPA 3.71*

## Skills

### **UX / UI**

User Research  
Process flows  
Sitemaping  
Wireframing  
Rapid Prototyping  
Design Systems

### **Graphic**

Sketch  
XD  
InVision  
Figma  
Photoshop  
Illustrator  
InDesign  
Premiere Pro  
AfterEffects

### **Code / Interaction**

HTML5 / CSS3  
Sass / SCSS  
Javascript  
jQuery  
React JS  
Git Version Control

*References available upon request.*