

WILLIAM HONG

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SKILLS

Business	Product Management, Customer Interview, Business Intelligence
Software	Figma, Jira, Confluence, Adobe XD, Trello, Asana, Microsoft Power BI, Azure Devops, Miro, Storybook
Design	Design Thinking, User Experience (UX) Design, User Interface (UI) Design, Wireframe, Mockup, UML
Technology	HTML, CSS, JavaScript, JSON, XML, Git, Gitflow, JQL, CMS, Bash, Linux, SSG, Hugo, Jekyll
Strategy	Product Vision, Product Strategy, Product Roadmap, Cross Functional Team Lead, Product Release, Innovation, Software Development Lifecycle, User Story Mapping
Programming	JavaScript, React, Bash, Python, AngularJS, MATLAB, Power Query M, DAX, VB.NET, C#, C++, Java
Web	SaaS, Azure, Node, PaaS, IaaS, Scalable Web Architecture, mLab, Rollbar, Logrocket, HotJar
Database	SQL, MSSQL, PostgreSQL, SQLite, ERD, NoSQL, MongoDB, Studio3T, Data Lake, Dataflow, ETL
Project	Agile, Scrum, Lean Startup, Kanban, Scrumban, Product Owner, Scrum Master, Sprint planning, Retrospective, Backlog grooming
QA	Acceptance Criteria, BDD, Cypress, Cucumber, Gherkin, Selenium, Protractor, Chai, Jasmine, TDD
Other	Chinese, Mandarin

EXPERIENCE

Brkfst.io

New York, NY, 6/2020 – 1/2024

HEAD OF PRODUCT

- Drove product vision, strategy, and roadmap alignment with overall business goals evangelizing to all users, customers, partners, and executives.
- Championed effective product iteration process based on user feedback and performance metrics.
- Implemented cross-functional product health and business analytics dashboard to track critical KPIs.
- Led product development using Agile methodologies, ensuring adaptive and efficient project management.
- Increased user acquisition 5x and decreased dropoff 6x within 30 days of onboarding optimization.

Syntactx Technologies

New York, NY, 3/2019 – 5/2020

HEAD OF PRODUCT

- Established product strategy to align feature progression with overarching product vision.
- Conducted market research and competitive analysis to capitalize on market gaps to further differentiate our product offering.
- Developed and implemented operational metrics, widgets, reports, and dashboards to track measurable key results against defined objectives (OKRs).
- Improved product quality by standardizing acceptance criteria language among business, engineering, and QA stakeholders via Behavior Driven Development (BDD).

Syntactx Technologies

New York, NY, 3/2018 – 2/2019

PRODUCT MANAGER

- Formalized and conducted Scrum ceremonies to consistently track and deliver incremental value to end-users.
- Led stakeholder focus groups and interviews to determine pain points and elicit user stories.
- Developed, prioritized, and maintained user story map.
- Managed offshore QA test cycles through customized JIRA workflows.

Johns Hopkins University Applied Physics Laboratory (JHU/APL)New York, NY, 11/2016 – 2/2018

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 roadmap.

Johns Hopkins University Applied Physics Laboratory (JHU/APL)Laurel, MD, 12/2013 – 10/2016

PRODUCT COMMUNICATIONS MANAGER

- Collaborated with Brand, Engineering, Product, and UX 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 the 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, 8/2012 – 11/2013

LEAD TECHNICAL ENGINEER

- Designed, implemented, and tested product features to statistically outperform competitors on KPIs.
- Analyzed customer needs, conducted technical 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, 8/2010 – 7/2012

TECHNICAL ENGINEER

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

EDUCATION

Johns Hopkins UniversityBaltimore, MD, 2/2011 – 5/2013

Master of Science in Systems Engineering

University of Maryland College ParkCollege Park, MD, 8/2006 – 5/2010

Bachelor of Science with Honors in Electrical Engineering