



ALEXANDER SUNG

Product Manager

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ABOUT ME

How do I create effective products? Gather thorough user research, develop intuitive UI/UX design, and analyze compelling data to make the most informed business decisions. My passion is designing products that you can't live without and building incredible cross-functional teams. When I'm not working, you can find me surfing Product Hunt, playing Ultimate Frisbee, investing with Bitcoins (that I've mined since 2011), or exploring delicious Omakase experiences.

EXPERIENCE

2017 - PRESENT

MIST SYSTEMS / JUNIPER NETWORKS

PRODUCT MANAGER III

- Owning product roadmap and feature prioritization with VP of Product and VP of Engineering
- Launching and monitoring user analytics like Pendo, Fullstory, UserVoice, and Google Analytics for Mist
- Developing new processes for agile development to improve user experience and Marvis, AI for IT

2017 - 2018

RESTVO

CO-FOUNDER & CEO

- Developing MVP for stealth startup focusing on 1-1 mentoring
- Building a team consisting of designers, engineers, and customer success as well as running agile sprint cycles
- Researching new ways of helping mentors and mentees connect deeper through mobile technology with in-depth user interviews

2015 - 2017

LOCALWISE




PRODUCT MANAGER

- Worked with product, sales, and engineering teams to reach \$1 million+ ARR and drive growth to reach Series A Funding
- Increased user engagement across a variety of marketing channels which led to an increase of over 225% more paid users
- Developed product strategy, roadmap, UX & UI design, and user research for core product and new priority applicant feature

SKILLS & TOOLS

- UX/UI
- Data Analytics
- Communication
- Leadership
- Illustrator
- Sketch
- Pendo
- UserVoice
- FullStory
- Google Analytics
- Kissmetrics
- Mixpanel

INTERESTS

-  Ultimate frisbee
-  Boardgames
-  Omakase

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EXPERIENCE

2015 - 2017

● **CPC FREMONT**
UI/UX DESIGNER

- Re-designed branding, website and products using OKRs and data analytics with user research
- Integrated rapid prototyping UI/UX to identify problems and create solutions for multi-faceted problems
- Cultivated design innovation and creativity in an older established non-profit and getting various key stakeholders on-board with new changes

2014 - 2015

● **BOARD DIRECTOR**
PRODUCT MANAGER

- Product Manager for SaaS B2B enterprise software startup
- Focused on product roadmap, product marketing, go-to market strategy, and product-market fit
- Developed core product for startups & non-profits needing board management cloud software

2011 - 2015

● **HOC1**
YOUTH PASTOR

- Created organizational efficiency in process development, optimization and change management
- Managed large-scale projects for volunteers, leaders, and staffs of over 100+ people to serve the local community
- Established relationships and influenced consensus for cross-functional teams as well as managed a team of 8-10 volunteer leads

2014 - 2014

● **MAGIC, INC.**
PRODUCT CONSULTANT

- Consultant that helped startup become viral on ProductHunt, TechCrunch, Wired, and more
- Worked with co-founders in strategizing user experience and customer success driving rapid growth of over 8,000+ paying users in 6 months
- Jumped into product, marketing, UX & UI, and customer success to make Magic happen for clients

2010 - 2011

● **BEST AUCTION GIFTS**
CO-FOUNDER & HEAD OF PRODUCT

- Co-founded a startup focused on online bidding, customer loyalty, and fundraising in college
- Oversaw product design, user experience, business operations, and people ops with a team of 6 college students
- Expanded active users from scratch to over 2000+ in under 3 months