

YUJA CHANG

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in General Management

2016 – 2018

- Member of Consulting Club, Entrepreneurship Club, Greater China Club.
- VP of Entrepreneurship Club & PE/VC Club: Liaison between two clubs to provide resources to startup founders.

UNIVERSITY OF CALIFORNIA, SAN DIEGO

San Diego, CA

Bachelor of Science, Major in Computer Science, Minor in Business

2010 – 2013

- Received National Science Foundation Scholarship and Osher Scholarship based on outstanding academic performance.
- Member of Association for Computing Machinery, Computer Science & Engineering Society, Badminton Club.

EXPERIENCE

MCKINSEY & COMPANY

Taipei, Taiwan

Associate

2018 – Present

Corporate strategy related engagements

- Designed the minimum launch requirement (MLR), market entry strategy, and end-to-end implementation plan for a new telecommunication JV formed between a leading Chinese telecom company and a Southeast Asia conglomerate.
- Identified digital product market entry strategy for a Vietnamese conglomerate, including analytics, loyalty program, and FinTech; developed business model and three-year implementation roadmap with technical capability requirements.
- Conducted post-acquisition strategic planning for a medical device portfolio company acquired by leading PE firm; devised a 5-year growth strategy, identified revenue enhancement and cost saving levers, and coached management team on execution.

Digital transformation related engagements

- Kicked off two-year digital transformation project for a leading Taiwanese bank and organized internal incubators to design and develop FinTech solutions; successfully coached client to launch minimal viable product within one month.
- Prioritized key customer journeys for digital transformation opportunities and assessed its financial and customer impact.
- Evaluated current organization structure and assessed its IT capability; proposed the setup of Transformation Office to senior management to increase product delivery speed and improve cross-functional collaboration.

AIRA (*Startup that provides on-demand services for blind and visually impaired individuals*)

San Diego, CA

Co-founder

2015 – Present

- Co-founded Aira and pitched to investors and VCs to raise \$45MM total in Seed, Series A, and Series B funding; Aira is backed by Lux Capital, ARCH Venture Partners, Felicis Ventures, JAZZ Venture Partners, and Arboretum Ventures.
- Spearheaded strategic partnership with AT&T and Uber to provide a blind-friendly ride experience with Aira's integration.
- Secured four patents as co-inventor in interactive computer devices, wearable technologies, and media streaming methods.
- Served as technical advisor to ensure a smooth international expansion, including Canada, Australia, and the UK.

GOOGLE

New York, NY

Product Operations Manager

2017 – 2017

- Identified inefficiencies across support teams; conducted 20+ interviews with key stakeholders across Google Ads; synthesized findings into proposed strategies for consolidation of resources and reduction of \$6MM in vendor costs.
- Built an Excel model to analyze customer adoption trends from past three years and proposed recommendations to the director of Google Ads; influenced management team to transform existing growth strategies for Dynamic Search Ads.
- Worked with cross-functional team to launch a new insights and reporting tool that allows advertisers to access detailed campaign data; performed Critical User Journeys to ensure product readiness prior to launching to customers.

INTUIT (*Technology company that develops accounting, tax preparation, and personal finance software*)

San Diego, CA

DevOps Engineer II

2013 – 2015

- Collaborated with cross-functional teams to improve network security policy approval turnaround time by 50%.
- Simplified internal microservices' onboarding experience, reducing end-to-end process from three weeks to four days.
- Built a new platform supporting TurboTax; achieved automation which resulted in 30% increase of concurrent transactions.

ADDITIONAL INFORMATION

- **Awards:** Forbes 30 Under 30 Class of 2018, 2019 SXSW Interactive Innovation Awards.
- **Technical Skills:** Python, Java, Linux, Amazon Web Services, API Platform Design, HA/DR Architecture Design.
- **Languages:** Native in English and Mandarin Chinese.
- **Interests:** Bartending, classical piano, badminton, travelling (over 20 countries).