

ISAAC TUNG

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EDUCATION	UNIVERSITY OF MICHIGAN, ANN ARBOR Dual-Degree Candidate: Stephen M. Ross School of Business & School of Information Master of Business Administration, Data and Business Analytics • Selected: VP of Events Asian American Business, Detroit Initiative at Ross Marketing and Comm Master of Science in Information, User Experience Research and Design • Selected: SOCHI UX Consultant, School of Information Master Association Treasurer	Ann Arbor, MI May 2027
	UNIVERSITY OF CALIFORNIA SANTA BARBARA School of Social Science Bachelor of Arts in Cultural Anthropology & Dual Minor in Psychology and Asian American Studies	Santa Barbara, CA Jun 2021
EXPERIENCE	HENRY FORD HEALTH/AUTISM ALLIANCE Consultant • Conducted stakeholder discovery to define business, operational, and financial requirements for a coordinated-care clinic model, aligning service delivery with scalable growth strategy • Built a data-driven planning framework integrating service lines, workflows, and capacity constraints to support operational planning and scenario modeling • Developed a configurable modeling tool that translated complex requirements into structured outputs, enabling faster proposal development and more consistent client recommendations	Detroit, MI Mar 2026 – Apr 2026
	IPO-CLUB Product Manager • Analyzed onboarding and platform engagement data to identify conversion drop-offs, informing product and growth improvements that increased traffic to 191K monthly users in August 2025 • Designed and launched an automated onboarding workflow to address account activation friction, increasing new-user conversion by 150% within launch week • Evaluated market insights, stakeholder feedback, and platform performance trends to uncover positioning challenges, leading to a company rebrand	Miami, FL Jun 2025 – Sep 2025
	UNIVERSITY OF MICHIGAN RECREATION UX Consultant • Audited a 50K-user service ecosystem, mapping workflows across digital and physical touch points to identify operational inefficiencies • Translated fragmented user journeys into structured workflows and system improvements, reducing operational downtime by 30% • Delivered scalable system recommendations and implementation documentation to improve service delivery supporting operational planning for a new facility opening in June 2026	Ann Arbor, MI Jan 2025 – Apr 2025
	AVIS BUDGET GROUP Senior Sales • Leveraged customer behavior and segmentation data in a high-volume rental environment to optimize pricing and service offerings, contributing to over \$2M in revenue • Identified workflow bottlenecks across booking, vehicle allocation, and customer service processes, partnering with cross-functional teams to improve efficiency and achieve an 85 NPS • Implemented scalable service workflows in collaboration with cross-functional stakeholders, improving operational consistency across a 100-employee site	San Jose, CA Jun 2023 – May 2024
ADDITIONAL	Rental Sales Associate • Uncovered customer needs through daily interactions and delivered targeted product recommendations, generating more than \$40K in monthly recurring revenue	Jun 2022 – Jun 2023
	• Product Management: Product requirements, workflow design, system mapping, backlog prioritization, cross-functional collaboration, SDLC exposure • Data & Analytics: Python (Pandas), SQL, Excel, A/B Testing, Data Visualization • Product & Research: User research, journey mapping, usability testing, UX audits, prototyping • Tools: Figma, Notion, Qualtrics, Adobe Creative Suite • Awards: Second Place, Michigan Business + Tech Data-Thon; First Place, Asian K-Pop Dance Night	