

Erica Chung

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WORK EXPERIENCE

Deloitte

New York, NY

Senior Product Manager • Consultant • Analyst

February 2022–Present

Product Manager delivering consumer and enterprise digital products spanning consumer, payments, loyalty, and tax. Led delivery for global clients across retail, restaurants, and hospitality. **Select projects include:**

Lead Product Manager (AI) — Enterprise Tax Incentives Platform

- Led the development of an AI-native enterprise tax incentives platform, directing a junior PM and a 6-person engineering team through backlog ownership, delivery roadmap, and AI feature scoping
- Scoped a human-in-the-loop AI review workflow, pairing automated data validation and cleansing with human review to cut manual effort without sacrificing accuracy
- Defined the MVP roadmap for the platform launch, scoping the initial feature set to support the application's global library of 5,000+ incentive programs across R&D tax credits
- Used Claude Code agentic workflows to run discovery sessions, backlog grooming, and rapid prototyping of mock visuals ahead of engineering, keeping delivery on pace against an accelerated timeline

Product Manager (Payments) — National Grocery Retailer NextGen POS

- Ran end-to-end payment feature delivery as PM of record on a \$140B+ annual sales POS system, prioritizing the roadmap and sprints for 7 engineers and 3 QAs
- Launched net-new healthcare benefits card integration in under 3 months against an accelerated vendor deadline, going live for 4M+ cardholders with zero disruption to benefits redemption
- Achieved Kansas WIC certification across state agencies and card networks, enabling WIC acceptance for ~49,000 monthly participants across 63 stores and clearing the path for continued rollout
- Delivered net-new fuel payment enablement including pump, kiosk, and Fleet card, from discovery through testing across 1,700+ fuel centers, built to Conexus standards

Product Manager (Loyalty) — F500 QSR App Rebuild & Loyalty Transformation

- Launched the redesigned loyalty hub, rewards, and weekly-offers experience in a full rebuild of a national QSR app, supporting a loyalty program growing 30% YoY, on a channel driving nearly half of U.S. sales
- Defined MVP scope for the app relaunch using engagement and adoption data, managing feature development through delivery, live nationwide to 4M+ users
- Established the team's requirements and execution standards while leading and scaling a 3-person product pod, enabling a junior PM to take independent workstream ownership

PROJECTS

Haru (iOS App, Independent)

Lead PM

- Built and shipped a Tamagotchi-style iOS pet-care app in Swift/SwiftUI, a virtual twin of the user's cat whose state responds to real-world care actions, now in daily use
- Implemented care checklists, calendar, and streak-based gamification end-to-end using Claude Code agentic workflows with subagents and git integration

EDUCATION

University of Southern California, Viterbi Engineering School

Los Angeles, CA

Bachelor of Science in Computer Science and Business Administration

December 2021

Coursework: Construction of Large Software Systems, Intro to AI, Software Engineering, Strategic Management

SKILLS

Languages & Tools: C++, Java, JavaScript, Excel, PowerPoint, SQL, Claude Code (agentic workflows), Git

Product: Figma, Jira, Product Roadmapping, A/B Testing & Experimentation, Journey Mapping

Business & Strategy: Competitive Analysis, Business Case Development, Stakeholder Management