

DOUGLAS C. NG

douglascng.com | douglascng@gmail.com | 770.366.4692

Douglas Ng is an enthusiastic digital transformation strategist, researcher and educator pushing the boundaries at the intersection of emerging technologies, new media, and design psychology to help organizations navigate the operational and strategic ramifications of disruptive innovation.

- Digital Transformation Strategy
- Collegiate Teaching & Technical Training
- Instructional Technology Design
- Social Sciences Research Methodologies
- Business Development & Grant Writing
- New Media & Emerging Technologies
- Agile Project Management / Product Ownership
- Software Development Lifecycle Management
- Web & Mobile Development
- User Experience Design & Research

PROFESSIONAL EXPERIENCE

Director of Digital Strategy

2016-Present

New York University | Leonard N. Stern School of Business

Leading a global network of 400+ content contributors and web development teams to create and grow the digital presence of academic programs and research centers in New York City, Washington D.C., Shanghai, and online.

- Product managed the strategy, user experience/information architecture, design, and development of a website redesign, with an aggressive deadline and limited budget, including stakeholder training, code release management, user acceptance testing, analytics measurement, search engine optimization, and content strategy.
- Established a data-driven, go-to-market digital strategy to introduce new degree programs doubling daily site traffic at launch and yielding 800 applicant leads in the first 48 hours. Within 3 months of launch, gained #1 and #2 position on Google for key search queries along with 50% of the first results page.
- Spearheading the School's Digital Accessibility initiative, including policy formulation, business process improvement, content author training, and product management.

Adjunct Lecturer of Computer Science

2018-Present

CUNY Lehman College | Department of Computer Science

Developing and teaching a course at Lehman College (CUNY) that equips emerging IT talent with the knowledge of disruptive technologies and the technical, strategic, and ethical skills needed to successfully navigate organizations through digital transformation.

Course includes modules on: Cloud Computing, the Internet of Things, Blockchain, and Artificial Intelligence, Agile Product Management, Cybersecurity, Design Thinking, UX/UI, Data Analytics, IT Compliance, RPA, Bots & Cyber-Physical Systems, and Ethical Algorithms.

Adjunct Instructor of Digital Analytics

2018-Present

University of California Irvine | Technology Programs

Modernizing the curriculum and teaching the "Google Analytics Certification" online course to help data analysts and web developers transform their digital analytics strategy from descriptive and diagnostic to predictive and proactive. This includes course content covering: SEO/SEM/social campaign tracking, conversion rate optimization, personalization and dynamic content, A/B/n and multivariate testing, and data visualization.

Founder

2017-Present

EmQuo

Incubated at Columbia University, EmQuo leverages artificial intelligence to teach emotional intelligence. With an initial rollout to the corporate L&D space to tackle the \$359 billion loss from workplace conflict, EmQuo is the first application on a scalable technology platform that helps social science researchers translate their models out of academia into the real world through just-in-time, micro-learning interventions and predictive behavioral analytics.

Director of New Media (*promoted from New Media Content Producer*) 2014-2016
Columbia University Medical Center | Department of Surgery & Herbert Irving Comprehensive Cancer Center

Built a digital health innovation lab, managing 16 direct reports and multiple vendor contracts, possessing P&L responsibility over the operating budget, collaborating with institutional stakeholders (250 faculty & 700 staff across 35 clinical divisions), and shaping the long term strategic vision.

- Relunched website tripling traffic and doubling conversions.
- Revamped social media operations yielding a hundred-fold increase in engagement, 10x increase in average post reach, and quadrupled followers. Averaged 1 million monthly Facebook impressions.
- Managed digital campaigns that improved clinical trial recruitment, increased event participation, and new patient referrals, resulting in an 18% increase in quarterly oncology appointments.
- Fostered collaboration with PBS to promote the premiere of "Cancer the Emperor of All Maladies" by Ken Burns yielding the largest social media conversation around cancer care and research (17k+ contributors).
- Mentored undergraduate and MPH students in the facilitation of a minority community needs assessment that resulted in the recruitment of 300+ participants in less than 2 weeks.

Research Media Producer (*promoted from Production Assistant*) 2010-2014
Brown University School of Public Health | Institute for Community Health Promotion

Managed media projects, including financial oversight and technical guidance for the planning, production, and delivery of tailored video interventions in community health research.

- Developed media interventions that yielded quantitatively measurable behavior change, including a 54% increase in average fruit and vegetable consumption in research participants.
- Authored development material and formed community partnerships to guide the Center's communications and fundraising efforts.
- Designed course curriculum teaching non-profit leaders and social entrepreneurs how to leverage digital media for social good initiatives.

TECHNICAL COMPETENCIES

Media Production & Design

- Adobe Creative Cloud
- Final Cut Pro Video Editing
- Cinematography/Photography
- Event Production (Lighting, Audio, Live Streaming)

Web & Mobile App Development

- Content Management Systems (Drupal, WordPress, Joomla)
- HTML / CSS / JavaScript
- PHP / SQL / GIT / AWS
- Java / Android Studio / Firebase

Digital Marketing & Analytics

- SEO & SEM (Google Ads)
- Social Media & Email Marketing
- Google Analytics & Tag Manager
- Point of Sale, eCommerce & CRM/ Marketing Automation

EDUCATION & CERTIFICATIONS

Master of Arts (*in progress*)

Instructional Technology & Media
Teachers College, Columbia University

Bachelor of Business Administration

Management-Organizational Behavior
Terry College of Business
University of Georgia

Bachelor of Arts in Journalism

Telecommunication Arts-Broadcast Management
Grady College of Journalism
University of Georgia

Teaching by Case Method

Harvard Business School

Certified Scrum Product Owner (CSPO)

Scrum Alliance

Watson Conversation Services Certification

IBM Cognitive Computing

Psychological Architectures of Digital Behavior Change

AlterSpark

Protection of Human Research Subjects

Collaborative Institutional Training Initiative