

Justin Chang

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Education

University of San Francisco

Aug 2026 – May 2027 | San Francisco, CA

Master of Science in Information Systems

Focus: AI Product Management, Enterprise Platforms, Data Architecture, and Applied AI

University of Toronto

Sep 2022 – Jun 2026 | Toronto, ON

Honours Bachelor of Science; Double Major in Cognitive Science & Psychology

Relevant Coursework: Computer Programming, Data Structures, Statistics, Human-Computer Interaction

AI Product Projects

HandoffAI: Agentforce Handoff Agent 🌐, [Live Demo] pending AgentExchange submission

Jul 2026

- Defined the **product strategy** for a **Salesforce-native workflow** addressing incomplete context, unclear next steps, and transition risk between pre and post sales
- Built an **Agentforce agent** that assembles **Account, Opportunity, and third-party context** into a structured handoff for AE refinement, committing it as a linked **Salesforce record** to reduce handoff friction and increase speed to value
- Engineered the underlying **Lightning Web Components and Apex service architecture**, including bulk-safe Invocable Actions using batch-oriented collections, to meet **AgentExchange's** security and code-quality requirements

HarmonIQ: CRM Data Readiness Product 🌐, [Live Demo]

May 2026

- Conducted **product discovery** with **RevOps** and **SalesOps** users to map the pre-import workflow and identify high-impact **CRM** failures, including missing owners, inconsistent fields, invalid values, and routing-breaking errors
- Defined the product strategy and prioritized an **MVP** around data profiling, explainable risk scoring, recommended fixes, and clean **CSV** export
- Built and tested an auditable review-and-export workflow with five sales and CRM users, using feedback to simplify record review, reprioritize missing-context alerts, and preserve user control over recommended changes

Kestrel: AI Career Intelligence System 🌐, [Live Demo]

Feb 2026

- Prioritized explainability over a generic chatbot by designing a comparative dashboard that makes AI recommendations transparent and actionable
- Built an **AI and NLP** workflow that transforms job descriptions into structured action-plan outputs using **LLM** prompts and **JSON** schemas
- Tested action-plan outputs with 15 users to refine UX, app language and structure, improving clarity of AI-generated outputs

Professional Experience

ML Data Analyst, Temerty Centre for AI Research and Education in Medicine

Apr 2025 – Jun 2026 | Toronto, ON

- Defined the technical scope for a PTSD risk-prediction study using **30K patient records**, translating an ambiguous research problem into **five prioritized analytical objectives** (risk drivers, protective factors, functional impact, longitudinal effects, genetic interactions)
- Partnered with clinicians and researchers to engineer a **statistical & ML pipeline** leveraging logistic and linear regression, mixed-effects modeling, ensemble methods (Random Forest, Gradient Boosting), and **SHAP explainability, cutting manual analysis time by 70%**
- Translated complex **ML** outputs into **stakeholder-ready explainability dashboards** and authored a **manuscript draft**, enabling clinical and research teams to interpret key risk drivers, protective factors, and model limitations

Project Lead, Ontario Institute for Studies in Education

Sep 2024 – Jun 2026 | Toronto, ON

- Expanded a solo research initiative into a **five-member team**, owning prioritization and execution across recruitment, scheduling, documentation, and reporting for a **two-phase adult-cognition study involving 136 participants**
- Redesigned participant recruitment and scheduling workflows across **100+ sessions**, increasing **completion rates by 63%**
- Built a centralized data and reporting system with a standardized codebook, cutting data inconsistencies by **85%** and creating the team's single source of truth for real-time planning

Neuroimaging Data Analyst, CAMH, Centre for Addiction and Mental Health

Aug 2024 – May 2025 | Toronto, ON

- Redesigned fMRI data intake and preprocessing (via fMRIPrep) across 200+ imaging sessions supporting a 72-participant study on visual processing biases in Body Dysmorphic Disorder, translating clinical, technical, and operational needs into one standardized analytical workflow
- Built, documented, and **demosed** a repeatable **R analytics** pipeline using PCA-derived metrics and mixed-effects models, replacing ad hoc analysis and becoming the team's default workflow

Research Data Analyst, CAMH, Centre for Addiction and Mental Health

Sep 2023 – Jun 2024 | Toronto, ON

- Coordinated study requirements and execution across 60+ patients and 20+ clinical and research stakeholders, owning scheduling and data-collection timelines that reduced missed and non-compliant sessions
- Built a centralized tracking and reporting system in **Excel and Tableau** that became the team's shared operational view, eliminating duplicate patient outreach and cutting handoff prep from hours to minutes

Skills

Product Management: Product discovery, customer research, product strategy, requirements definition, MVP scoping, feature prioritization, user testing, workflow design, product analytics, stakeholder management

Salesforce: Salesforce Certified Platform Administrator, Agentforce, Agentforce Builder, Sales Cloud, Lightning Web Components, Apex, SOQL, custom objects and data modeling, security and sharing, permission sets, Salesforce CLI

AI & Data: Machine learning, generative AI, NLP, LLM applications, agentic workflow design, human-in-the-loop AI, AI evaluation, model explainability, data architecture

Technical: Python, SQL, R, TypeScript, JavaScript, React, Next.js, REST APIs, JSON schemas, Git, Salesforce Platform

Design & Communication: Figma, Tableau, technical demos, stakeholder presentations

Languages: English, Mandarin