

AUSTIN YOSHINO

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SUMMARY

Polymathic leader & operator with 3+ years of intensive experience in executing complex ideas while assuming full ownership over deliverables & working autonomously. Highly skilled in decision making, stakeholder alignment, and creative problem-solving with established domain expertise in consumer / fintech sectors & familiarity with operating in highly regulated industries. Recently exited a social x artificial intelligence start-up with 56% 28-day retention, 40-60% organic monthly growth, & 99%+ crash-free rates

KEY EXPERTISE: Storytelling | Product Engineering | Software Architecture | User Experience | Fundraising | Creative Direction
Toolkit: OpenAI | DALLÉ | Flutter | Figma | Canva | Zapier | Notion | Discord | Asana | Github / Github Projects | Microsoft Office

EXPERIENCE

Joyn Corporation (exited), Co-founder & CEO

October 2022 - November 2023

Joyn is a social messaging platform designed to enrich 1:1 interactions & connections. As the company leader I embodied full ownership for company operations & outcomes including;

Product: launched full product using Agile methodologies to achieve 56% 28-day retention & 99%+ crash-free rates

- Available on iOS, Android, macOS, Windows, & Web
- Built advanced communication features like end-to-end encryption, auto-translations, channels, audio / video calls, group chats, snoozing / archiving, shared calendars with event scheduling, & AI-generated messages from prior context
- Facilitated introductions using algorithmic and AI analysis to determine match quality
- Launched Q&A social feed leveraging AI to inspire insightful conversations
- Led creative direction for design assets generating over 400 app screens, 100 graphics, & 200 prototypes

Engineering: directly contributed to codebase

- Front-end development using Flutter
- Constructed technical architecture for API's & AI features
- Led Q&A & bug fixes

Leadership: recruited & managed international team ranging from 5-15 members

- Co-founded company with seasoned entrepreneur with 4 prev IPO's & \$2b+ in financing deals & CTO with a M.S in Computer Science from Boston University
- Full-stack engineering team from Ukraine

Fundraising: successfully closed pre-seed round

- Raised \$200k in Q1 2023 on uncapped SAFE
- Closed stock warrant deals at \$10m valuation

Growth Hacking / G2M: jumpstarted user traction with no marketing budget

- 40-60% monthly growth through automated email marketing funnel
- Grew newsletter to 30k subscribers

Exit: executed share sale to cofounder & orchestrated leadership transition

Phenom Inc., Co-founder & CEO

August 2020 - August 2022

Phenom originated as a live streaming app for youth sports games then pivoted to a marketplace connecting professional athletes & kids for coaching lessons. As the company leader I embodied full ownership for operations & outcomes including;

Product: launched mobile + web app

- Launched live streaming app during COVID when parent attendance was restricted
- Built web app for scheduling / booking

Growth Hacking / G2M: established strategic partnerships

- Worked with local sports organizations & high schools
- Worked with sports agency in LA & all-star MLB athlete clients
- Validated \$250 / hr pricing point w/ strong signs of PMF

Fundraising:

- Raised \$100k from angel investors and venture capital firms
- Accepted to Blue Start-ups Accelerator Cohort 13 (<2% acceptance)

Noa Botanicals, Special Projects Employee

October 2020 - July 2021

Noa is a vertically integrated (seed to sale) medical cannabis operation with a offsite grow facility & 3 retail locations doing 8 figures in annual sales. I helped with various operational endeavors including;

Operations: improved data integrity, process efficiency, & feature functionality

- Optimized / created new standard operating procedures (SOP's)
- Championed implementation of new tech stack (ERP, POS, & CRM)

Product:

- Launched 12 new product offerings
- Participated in roadmapping and oversaw post-launch performance tracking

Growth & Lifecycle Marketing:

- Developed new acquisition pipelines through strategic partnerships with food vendors, medical offices, & retail shops
- Re-designed ambassador and loyalty programs
- Executed weekly promotions & special events
- Efforts resulted in 124% increase in unique patient visits, 24% growth in monthly revenue, 31% statewide marketshare, and a 4/20 event that set daily & monthly sales KPI records

Recruited & trained my replacement upon leaving to pursue Phenom full-time

MISC

FutureStuff / Concierge, Technical Product Advisor

FutureStuff is a venture studio focused on building Coincierge (\$CCC), a crypto-native POS, wallet, & currency with 5k+ wallets & 7k+ transactions. I'm currently guiding the team in their v2.0 launch.

Inclusive Studio of Arts (Non-profit), Cofounder

Inclusive arts studio is a space that enables individuals with special needs to express their unique life perspectives through art, inspired by my little brother with cerebral palsy. Working with a professional artist and educator, we ran a pilot in 2023 that went exceptionally well & will continue in 2024.

aVenture Investment Funds, Strategy and Growth Advisor

aVenture (Techstars '23) is a venture capital research platform. I helped orchestrate email outreach & influencer campaigns that led to 7-figures+ of waitlist commitments.

Pono Capital, Contractor

Pono is a special purpose acquisition company (SPAC) with 3 listed entities on the NASDAQ (PONOU, PTWOU, PTHRU). I helped with deal flow for PONOU's live-streaming interests & with diligence for PTHRU, a \$216m announced merger with AERWINS.

See Rescue Corporation, Contractor

See Rescue Corporation is a product manufacturer, mostly known for the See Rescue Streamer, a military-approved location device. I designed & 3-D printed a prototype of a patented water-propulsion device.

EDUCATION

Power Writing, online course by Shaan Puuri

"Some write to express, some write to impress, power-writing gets results." This was a copywriting-based course that covered topics including; cold emails, social media, pitching, headlines, landing pages, & company updates.

Human Centered Design, online course by Cornell

Enhancing human interactions with technology. This UX-based course covered topics including; design essentials, user research, user personas, developing a UX concept, prototyping & UX feedback, and evaluating usability.

Mechanical Engineering, University of Hawaii

Senior Project

- Built autonomous aerial & ground drone capable of locating a stranded person
- Designed and fabricated the aerial frame to fit electronics, optimize airflow, & uphold structural integrity

Manaola Innovations

- 3-D printed a prototype of a gyroscopically stabilized walking assistive device & filed for provisional patent
- Raised \$50k+ through winning business competitions & participating in grant programs

Kappa Sigma Fraternity

- Held numerous leadership positions including; Grand Treasurer, Social Chair, & Inter-Greek Counsel Chair
- 10x'd fundraising by throwing social events & then creating playbook for repeatable results