

## Work Experience

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Aug 2019 -  
Feb 2020  
(7 mos)

Co-founder

### Crash Company

Seoul, Korea

Crash Company has a mission to provide an unprecedented value to customers by disrupting the conventional ideas and market. 'Breaking things is the new beginning', as their core belief, is where the name of the company comes from. Hady – hair designers beyond hair styling, is the first product which aims to connect hair designers to customers directly, without being dependent to hair shop platforms.

- Responsible for planning and directing the operations of the company. Mainly focused on business development and meeting with potential investors and 500+ clients on and offline (hair designers and customers)
- Developed a minimum viable prototype to test business hypothesis, along with the go-to market penetration strategy
- Led and motivated a team of developer and UI/UX designer under a rapidly changing, stressful environment and established partnership with both sides of clients

Oct 2017 -  
Aug 2019  
(1 yr 11 mos)

Data Scientist

### Devsisters

Seoul, Korea

With 100+ million downloads world-wide, Devsisters is a mobile game development company most famous for its successful running game series, Cookie Run. The company is actively developing game titles leveraging its intellectual properties such as cookie characters as well as developing publishing business capabilities to deliver utmost entertainment experiences to users around the globe.

- Conducted a product renewal project which resulted in 36% increase in revenue on the day of game update compared to the one before, after convincing product owner and designer with the data analysis of current user purchase pattern
- Developed an AB test result analysis model and planned out several experiments respective to teams to root in data-driven decision making and numerical performance measurement, which ultimately led to an opportunity to share the experience at [NDC](#) (Nexon Developers Conference)
- Proposed and inherited an open-source project called Knowledge Repo, a knowledge sharing platform initiated by Airbnb, in order to track diverse data analysis requests, efficiently transmit knowledge, and speed up decision making across teams
- Led data branch of the publishing business, which resulted in a successful release of Cookie Run Jelly Wars and Cookie Run Jelly Pop, while handling diverse issues such as log quality assurance, abuser detection, and KPI reporting
- Enhanced data flow throughout the company both technic and cost efficiently by implementing AWS Athena, Glue, and QuickSight instead of sticking to existing technical stacks

Sep 2017 -  
Aug 2019  
(2 yrs)

Product Owner

### Seoul Cares

Seoul, Korea

Seoul Cares is a volunteer management organization, envisioning to optimize the matching of volunteer resources willing to make social impact and those related opportunities. Our mission is to streamline Korea's fragmented and inefficient process of volunteering with technology and heightened user experience.

- Developed a beta version (2.1) of the platform ([seoulcares.org](http://seoulcares.org)) and now gradually improving its UI/UX and functionality based on 4-week sprints in coordination with our visual designer and product manager
- Deployed 425+ volunteers to 82+ projects, out of which 90% of participants had previously not engaged in volunteer activities within the past two years, with each project reaching a participation rate of around 85% and nearly 55% of total participants being acquired through organic referrals
- Selected as participant in Youth Festival sponsored by Seoul Metropolitan Government and organized by Peace Foundation and garnered contact and survey data from 100+ people

May 2017 -  
Sep 2017  
(4 mos)

Data Scientist Intern

## Devsisters

Seoul, Korea

Joined Data Science & Infrastructure team as a third member to work on cultivating data-literacy throughout the company and supported the team to grow into 8 member group by the end of the year.

- Delivered ad-hoc analysis to multiple teams that need the support of data analytics, which cultivated data-driven decision-making atmosphere and led all-time high daily revenue
- Crafted detailed dashboards using Mode Analytics (Like Tableau) to visualize periodic metrics for various teams to gauge product health and game economies
- Built predictive models to predict user life-time value, which established marketing strategy and game-design plans
- Manage ETL jobs that pull data from AWS S3 using Spark batch jobs and transform them into desired tables suitable for analysis

## Academic Education

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2012 - 2018	<b>Pennsylvania State University   Eberly College of Science</b> Bachelor of Science in Statistics and Minor in Economics, <b>GPA 3.82/4.00</b> University Park, PA Dean's List 5 out of 6 semesters
2008 - 2011	<b>Daewon Foreign Language High School</b> German Seoul, Korea

## Vocational Studies

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Jan 2019 - Mar 2019	<b>UI/UX Design</b> FastCampus Online Seoul, Korea
Jul 2018	<b>National Institute for Mathematical Sciences Academy</b> Innovation Center for Industrial Mathematics Seoul, Korea
Jul 2018	<b>Seoul National University Big Data Academy</b> SNU Urban Data Science Laboratory Seoul, Korea

## Language, Skills & Interests

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<b>Languages</b>	Proficient in English and Korean Elementary in Japanese
<b>Programming Skills</b>	Python, R, SQL, and Arduino Spark, Airflow
<b>Interests</b>	Entrepreneurial Processes Business Development UX Research and Design Cooking Surfing