

# Todd Oh

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## OVERVIEW

I'm an experienced product lead and front-end UI engineer. The projects I have worked on over the years are connected with web and mobile applications, interactive interface, and data analytics. Formerly a Product Lead at a startup company, I gained expertise in making production applications, including a news briefing service that was launched at the University of Pennsylvania.

With my expertise in product development and engineering practices, I build great products that integrate technology into society.

## SKILLS

**Product** — Business Strategies, Feature Design, Market Analysis, Milestone Tracking, Cohort User Analysis

**Analytics Tools** — Mixpanel, Mailchimp, Sparkpost, OneSignal

**UI/UX/Front-end** — Sketch, Figma, Prototype wireframes, data-driven interface adjustments, Javascript, React.js, CSS, Node.js

**Python** — Data Aggregation, LDA Modeling, K-Means Clustering, Flask

**Languages** — Bilingual (English/Korean)

## EDUCATION

### B.S. Sociology, 2018

Yonsei University, Seoul, South Korea

## WEBSITE

<https://toddstonefieldoh.com>

<https://github.com/toddoh/>

## ADDITIONAL EXPERIENCE

**Samsung Electronics Super Rookie Membership** — An invite-only program for students in STEM and Liberal Arts (2012-2013)

**Startupweekend 2010 Seoul** — Organizers Group

**TEDxYouth Seoul 2010** — Gave a speech about global startup experience.

## EXPERIENCE

### Project Engineer, THISISALLABOUT

Oct 2017 – Present | New York, NY

Led early-stage development for a data-driven journalism project. Built an automatic news clustering system and a web application to visualize complex issues and agendas by group, timeframe, and topic.

- Designed and developed a web visualization product, including "WhatTrumpSaid", the analysis of the tweets by President Trump, aligned with the editorial content strategy of the team.
- Collaborated with an editorial team on product implementations, shaping up core agendas and mission.
- Built an in-house dataset editor console with Node.js, MongoDB, React.js.
- Implemented natural text processing with Tf-Idf/word2doc, and K-Means clustering.
- Implemented natural text processing and topic modeling with Tf-Idf/word2doc, LDA, and K-Means clustering in Python.

### Product Lead/Founder, Toast Labs, LLC.

Apr 2015 – Jul 2017 | Palo Alto, CA

Led a technology startup that developed and launched mobile applications, including "#Newsrooms", which provided a solution for journalistic bias through an automatically generated news briefing.

- Launched 3 mobile applications in the U.S. market, including "#Newsrooms" that was covered by University of Pennsylvania newspaper.
- Establish product milestones and roadmap.
- Designed user interfaces, user experience strategies, and logo for the applications.
- Analyzed application user metrics, executed data-driven product interface redesign for "#Newsrooms" to improve user retention.
- Built a custom interface framework for the products in JavaScript.
- Implemented interface design into product front-end codes.
- Worked with CTO to implement lean engineering cycles for faster product development, testing, and 5-week sprint technical documentation.
- Managed Facebook marketing design and execution with a marketing director.
- Built a custom interface framework for the products in JavaScript.
- Built a Node.js/MongoDB server running a number of API endpoints and news natural language processing backend for "#Newsrooms".

### Intern, Ars Praxia (TREUM)

Nov 2011 – Feb 2012 | Seoul, South Korea

Helped a strategy consulting team perform data cleaning for a Semantic Network Analysis project. Built the original company website with a corporate identity design team.