

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 Model Strategies, Feature Design, Market Analysis, Milestone Tracking, Marketing Strategies

Analytics/Growth — Mixpanel, Mailchimp, Sparkpost, OneSignal

Engineering — Javascript, CSS, Node.js, React.js, lit-html, Handlebars, RESTful API

Python 3 — Data Aggregation, LDA Modeling, K-Means Clustering, Flask

UI Design — Designed production applications using Sketch, Figma

Languages — Bilingual in English and Korean

EDUCATION

B.S. Sociology, 2018

Yonsei University, Seoul, South Korea

WEBSITE

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

<https://toddoh.com>

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 to the editorial content strategy of the team.
- Collaborated with an editorial team on data analysis and product engineering
- 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 topic modeling and natural language processing with Latent Dirichlet Allocation 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 launched in University of Pennsylvania.
- Established business milestones and product roadmap.
- Analyzed application user metrics and executed data-driven product adjustments/UI design for "#Newsrooms" to improve user retention.
- Implemented sprint engineering cycles for faster product development and release, monitoring product bugs using Sentry.io.
- Worked with team members for IR documents and 5-week initial engineering reports.
- Managed Facebook marketing execution and marketing material design with a marketing director.
- Designed and 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".
- Designed user interface for multiple applications.

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.