

Todd Oh

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OVERVIEW

I'm an experienced product lead and front-end UI/UX engineer. The projects I have worked on over the years are connected with web and mobile applications, user 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 strategies, 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

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 social data analysis project. Built an automatic news clustering and a web visualization application to highlight 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 and topic modeling with Tf-Idf, 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" application, 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.
- Established 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.