

# Todd Oh

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## SUMMARY

I'm a product manager/full-stack developer with diverse experience across product development in startup industry.

The projects I have worked on over the years are connected with interactive content, news aggregation, and social media. I gained expertise in developing production-level product from launching a news briefing service at the University of Pennsylvania.

By utilizing my diverse experience, my goal is to contribute to integrating technology into our daily lives.

## SKILLS

**Front-end** — HTML, CSS, JavaScript, Handlebars.js, React/react-redux, lit-html, Node.js, Webpack

**Data Analysis** — Data Aggregation, Natural Language Processing (nltk/spaCy), LDA Modeling/K-Means Clustering (scikit-learn/gensim), Flask

**Tools** — Git, Sentry.io, Mixpanel, Mailchimp, SparkPost, OneSignal, Google Analytics, Facebook Ads

**Databases** — MySQL, MongoDB

**Design** — Sketch, Figma

**Languages** — Full proficiency in English and Korean, Localization

## PORTFOLIO

**Github repositories**  
<https://github.com/toddoh/>

**Portfolio website**  
<https://toddoh.com>  
<https://toddoh.com/thisisallabout/#whattrumpsaid>

## EDUCATION

**Yonsei University, Seoul, South Korea**  
B.S. Sociology, 2018

## EXPERIENCE

### Project Lead, THISISALLABOUT

Oct 2017 – Present

The data-driven journalism project unravels complex issues and agendas by group, timeframe, and key topic using intelligent data analysis and great visualization. I developed a full set of the website and back-end including the algorithm that examines a wide range of media in order to create a qualified look at important issues.

- Implemented natural text processing with Tf-Idf/word2vec, and K-Means clustering for automatic daily news clustering.
- Implemented topic modeling of the historical tweets of key presidential candidates using Doc2vec corpus/LDA.
- Designed and developed content to analyze President Trump's tweets and key stories in 2017.
- Built an in-house dataset editor console with Node.js, MongoDB, React.js
- Managed a Facebook Page to promote content.

### Founder, Toast Labs, LLC.

Apr 2015 – Jul 2017 | Palo Alto, CA

Founded a startup to create a unique experience in mobile. It successfully launched products including “#Newsrooms” which provided a solution for journalistic bias by utilizing weight-based news clustering algorithms. I lead core product development and data-driven marketing.

- Managed overall product development and user interaction strategies.
- Built a hybrid framework for multiple applications in Javascript.
- Implemented a news clustering back-end in Node.js.
- Built a Node.js/MongoDB server running a number of API endpoints for a news aggregation service “#Newsrooms”.
- Managed Mixpanel analytics to improve user retention and discoverability, in conjunction with data-driven interface redesign.
- Managed Push Notification(OneSignal) and Email Newsletter(SparkPost) to increase user engagement, with custom code in Node.js for automation.
- Operated a digital marketing campaign on Facebook.
- Ran a market and competitor analysis for “#Newsrooms”.
- Designed graphical logos and user interfaces for multiple applications.

### Intern, Ars Praxia (TREUM)

Nov 2011 – Feb 2012 | Seoul, South Korea

- Data cleaning for a Semantic Network Analysis project.
- Built a corporate website.

## ADDITIONAL EXPERIENCE

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

**Startupweekend 2010 Seoul** — Member of an organizing group for the event. (2010)

**TEDxYouth Seoul 2010** — A speech about global startup experience (2010)