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, IR Deck Materials, Feature Design, Market Analysis, Milestone Tracking, Cohort User Analysis

Analytics Tools — Mixpanel, Mailchimp, Sparkpost, OneSignal

Frontend/UI — Javascript, React.js, lit-html, Handlebars, CSS, Node.js

UI Design — Designed production applications using Sketch, Figma

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 technical 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 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 covered by University of Pennsylvania newspaper.
- Secured an angel round and established business milestones and product roadmap.
- Analyzed application user metrics, executed data-driven product adjustments and redesign for "#Newsrooms" to improve user retention.
- Worked with CTO to implement lean engineering cycles for faster product development, testing, and launching.
- Worked with teams for IR documents and 5-week sprint engineering reports.
- Managed Facebook marketing execution and copywriting/materials 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".
- 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.