

Byungwook Ethan Yoon

byung90@gmail.com | 718-564-3234

EXPERIENCE

Electric AI

Senior Product Manager

New York, NY

March 2021 – Current

- Create company's first AI pod to increase gross margin by automating features using machine learning

Sotheby's

Product Manager, Digital Media Services

New York, NY

January 2018 – January 2021

- Owned enterprise solution that centralizes all self-service efforts including registration, payments and fulfillment behind a single authentication to enable a frictionless user experience for Sotheby's clients
- Launched a global payment system to seamlessly accept new payment streams across all Sotheby's online and offline selling locations
 - Led multiple cross-functional teams to migrate from legacy system to Adyen with heavy data architecture foundation focus
 - Consolidated global payment methods and added new credit card and wire payment methods
 - Developed user acceptance test plans and end-user training guides for sales team onboarding
- Led Sotheby's first retail e-commerce proof-of-concept that led to \$300,000 worth of sales
- Increased the Sotheby's VIP website engagement level by 400% through new features and re-designs
- Released Sotheby's OTT apps and grew user engagement to over 6.5 million downloads across tvOS, Samsung TV and Amazon FireTV platforms

American Express

Product Manager II, Enterprise Digital

New York, NY

July 2017 – December 2017

- Managed B2B marketing efforts for clients, including dynamic email and SMS channels delivering millions of emails and SMS on a daily basis
- Expanded the functionality of dynamic email to present real-time and hyper-personalized client benefits to allow marketers to send campaign emails
- Coordinated with global marketing and compliance teams to secure card members' contact information

ArtBinder

Product Associate

New York, NY

September 2014 – July 2017

- Responsible for developing new invoice and sales tool products and mobile app experiences
- Gathered user metrics from Google Analytics, Fullstory and Flurry for all the company products

PERSONAL PROJECTS

Homer

CPO

New York, NY

March 2019 – March 2020

- Created a platform prototype that gave opportunities for wealth creation for home renters

Flo

CPO / Lead Developer

New York, NY

October 2016 – December 2017

- Developed a web platform that connects private equity firms with banks to raise debt capital

LIT

CPO / Lead Developer

New York, NY

April 2015 – June 2016

- Founded a mobile application that allows users to shop fashion goods and create user created contents of the items they bought to share for cash rewards – was offered a seed investment of \$300,000

SKILLS

- Platforms: Experienced in JIRA, Rally, Asana, Trello, Shopify, Magento, SAP, Adyen, Slatwall, FreshWorks, Salesforce, and Segment
- Code: Knowledge in HTML, CSS, Javascript, JQuery, Java, Ruby on Rails, Python, Processing, Visual Basics, ActionScript, Angular, Ionic, C#, .NET, Firebase, and SQL

EDUCATION

Parsons the New School for Design, BFA - Class of 2014