






# David Kim

## Full Stack Software Engineer

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## EXPERIENCE

### SCOTIA DIGITAL | PRODUCT MANAGER - CUSTOMER ONBOARDING & IDENTITY

August 2021 – Present | Toronto, ON

- Launched an omni family banking app that facilitates collaborative banking between Household members, acquiring 18M+ users within 6 months and projected to generate \$47MM+ in revenue over the next 5 years.
- Optimized the digital customer onboarding experience by implementing dynamic business logic to streamline regulatory checks, increasing completion rates by 20%.
- Collaborated with engineering partners to build Splunk and Power BI dashboards, improving data-driven decision-making with an accuracy of 85% for debugging production errors.
- Led a beta program, developing custom KPIs and metrics to develop a go-to-market strategy and 3 year product road map.

### DUCA FINANCIAL SERVICES | DATA ANALYST

2019 – 2021 | Toronto, ON

- Built automated pipelines using SQL to analyze customer transactions data and optimized product fees, realizing \$40M+ of incremental revenue in Q3'21.
- Served as the internal expert for a data system migration, leading the end-to-end regression testing and assessment of launch readiness.
- Collaborated with product leads to design and lead complex A/B testing scenarios and measure engagement by customer segment.

### DDB CANADA | DIGITAL MARKETING SPECIALIST - McDONALD'S MOBILE | CRM

2018-2019 | Toronto, ON

- Managed multi-channel digital campaigns for the Toronto Raptor's Beyond the Arch campaign, resulting in 31M+ app downloads and awarded NBA's campaign of the year.
- Leveraged A/B testing and user analytics to inform email, SEM and content marketing growth strategies, increasing offer redemption rates by 15%.

## PROJECTS

### WEBTTRACER - GOOGLE CHROME EXTENSION | TYPESCRIPT, REACT

2024

- Created a Chrome extension using React and Typescript that tracks and visualizes a user's daily web browsing activity, with 50+ downloads on the Google Play store.
- Implemented a background service layer that integrates Google Tabs / Windows APIs and stores user data in Chrome's local storage.

### SERVE - FULL STACK WEB APPLICATION | REACT, NODEJS, GOOGLE FIREBASE

2023

- Developed a responsive, full-stack web application that allows users to find and host volleyball games in the GTA.
- Designed a RESTful API integrating with Google Maps / Places APIs for real-time geo-location visualization and PassportJS for user authentication.

## SKILLS

### PROGRAMMING

Javascript • Typescript  
Node.js • SQL • CSS HTML  
Python • React Native

### LIBRARIES/Frameworks

React • Node.js • Next.js

### TOOLS/PLATFORMS

Git • Redux • Docker • Vercel • MongoDB

## EDUCATION

### BRAINSTATION

SOFTWARE ENGINEERING DIPLOMA  
2023-2024

### SCHULICH SCHOOL OF BUSINESS

BACHELOR OF BUSINESS

ADMINISTRATION

2014-2018

Scholarships / Awards: Thomas J. Bata  
IMBA, Honors list