

Tony Yoon

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EXPERIENCE

Insights Analyst

May 2023 – Apr 2024

International Air Transport Association

Montreal, QC

- Owned end-to-end analytics workflow for 6 projects; defining KPIs, gathering and cleaning data, benchmarking performance, generating insights, creating dashboards, and influencing strategy.
- Led the initiative to identify growth and engagement opportunities for a Strategic Partnership Program; identified plan to increase partner-perceived value by 20% through a 1-year roadmap.
- Used logistic regression to determine how keywords in consumer reviews influence adoption of print vs. digital aviation publications, resulting in a strategic plan to boost YoY digital purchases.

Business Analyst

Jan 2023 – Apr 2023

General Motors

Markham, ON

- Launched analytics software aimed to increase transportation planning efficiency by 50% in pilot areas.
- Facilitated strategic roadmap to secure \$3.5 million in U.S DoT contracts to support go-to-market strategy.
- Conducted use-case walkthroughs with INRIX partners to enhance the accuracy and efficacy of product whitepaper, influencing RFP procurement in 8 municipalities.

Business Analyst

Sep 2022 – Dec 2023

General Motors

Markham, ON

- Completed due diligence on 16 aerial mobility manufacturers; researching company financials, series funding, adherence to FAA & EASA regulations, R&D progress, and management structure.
- Coordinated cross-enterprise workshops to communicate and refine the company's OEM partnership plan.
- Adapted eVTOL (flying cars) integration strategy based on market assessments and scalability challenges.

Software Engineer

May 2022 – Aug 2022

Bird&Be

Remote

- Collaborated with UI designer to develop over 10 front-end application pages using TypeScript React.
- Leveraged Gadget.io to manage server-side synchronization for 80+ e-commerce orders edits daily.
- Migrated over 10,000 customer and order records from BigCommerce to Shopify using developer platforms, allowing for a smooth 2-month transition with zero data loss and minimal downtime.

Software Developer/Co-Founder

Sep 2021 – Apr 2022

PhaseRx

Remote

- Co-developed an e-prescription software prototype from front-end interface to back-end infrastructure.
- Facilitated a holistic user interview process to propose MVP features and construct a proof of concept.

EDUCATION

Wilfrid Laurier University

B.S (Hons) Computer Science, Mathematics Minor | 2019 – 2024

Involvement: Laurier Computing Society, Laurier Consulting Club, Laurier Investment & Finance Association

PROJECTS

- Developed a Laurier course hub for students to share resources and discuss previously taken courses.
- Engineered an image recognition model to identify Kermit the frog in any given image.

SKILLS

Data Analysis, Market Research, Competitive Analysis, Benchmarking, Product Roadmapping, User Stories

Technical: Python, SQL, JavaScript, TypeScript, Next.js, Excel, VBA, PowerPoint, MS Office, Looker, Git, JIRA, Atlassian, Qualtrics, Figma, GovWin, SAP