Tony Yoon

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EXPERIENCE

Insights Analyst May 2023 – Apr 2024

International Air Transport Association *Montreal, QC*

- Owned end-to-end analytics workflows; defining KPIs, wrangling data, and generating insights.
- Drove a 15% YoY digital purchase growth plan through consumer keyword analysis and strategy.
- Identified growth and engagement opportunities for a Strategic Partnership Program; influencing plan to increase partner-perceived value by 20% through a 1-year roadmap.
- Evaluated product-market fit for aviation SaaS tools, delivering insights to 10+ cross-functional teams.

Business Analyst Sep 2022 – Apr 2023

General Motors *Toronto, ON*

- Launched analytics software based on 5G automotive connectivity, aiming to increase transportation planning efficiency by 50% in pilot regions.
- Facilitated strategic roadmap to secure $3.5 million in U.S DoT contracts to support go-to-market strategy.
- Forecasted youth consumer purchasing power to adjust the company's 10-year portfolio strategy.
- Completed due diligence on 16 aerial mobility manufacturers; researching company financials, series funding, adherence to FAA & EASA regulations, R&D progress, and management structure.

Software Engineer May 2022 – Aug 2022

Bird&Be *Remote*

- 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.
- Leveraged Gadget.io to manage server-side synchronization for 80+ e-commerce orders edits daily.
- Collaborated with UI designer to develop over 10 front-end application pages using TypeScript React.
- Created 5 storefront features using Shopify CLI to enable bundled purchases across e-commerce platform.

Co-Founder Sep 2021 – Apr 2022

PhaseRx.ca *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.
- Designed backend application framework and successfully deployed large-scale database to AWS RDS.

EDUCATION

Wilfrid Laurier University *Waterloo, ON*

B.S (Hons) Computer Science, Mathematics Minor

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

PROJECTS

- **Image Recognition Model**: Enabled quick and accurate Kermit identification for enhanced image-based sorting, using Python, OpenCV, and TensorFlow.
- **School Discussion Board**: Developed resource-sharing and course discussion platform for Laurier students using tech stack JavaScript, React, Java, Spring, MySQL, and Firebase.

SKILLS

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

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