





# Tony Yoon

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## Professional Experience

### Market Insights Analyst

*International Air Transport Association*

Montreal, Quebec  
May 2023 – Apr 2024

- Owned end-to-end analytics workflow for multiple projects; defining success metrics, gathering insights, benchmarking performance, creating dashboards, and influencing strategy.
- Led the initiative to identify growth and engagement opportunities for a Strategic Partnership Program, resulting in a projected plan to increase partner-perceived value by 20% through a 1-year roadmap.
- Analysed trends to inform product adjustments and raise overall user satisfaction YoY.
- Evaluated product-market fit for aviation SaaS applications through Qualtrics surveys and interviews, providing insights for over 20 teams cross-organization.

### Business Analyst

*General Motors*

Markham, Ontario  
Sept 2022 – Apr 2023

- Assisted launch of cloud-based analytics road safety solution aimed to increase transportation planning efficiency by 50% in pilot areas.
- Collaborated with the business development team in securing U.S DoT SS4A contracts worth over \$3.5 million to execute 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.

### Software Engineer

*Bird&Be*

Toronto, Ontario  
May 2022 – Aug 2022

- Collaborated with UI designer to develop over 10 front-end application pages using TypeScript React.
- Leveraged Gadget.io platform to manage server-side synchronization and streamline edits for an average of 80+ e-commerce orders daily.
- Migrated over 10,000 customer and order records from BigCommerce to Shopify using Python and RESTful APIs, allowing for a smooth 2-month transition with zero data loss and minimal downtime.
- Contributed to critical back-end logic for a pharmacy automation system.

### Software Developer / Co-Founder

*PhaseRx.ca*

Waterloo, Ontario  
Nov 2021 – Apr 2022

- Co-developed a prototype e-prescription management software using tech stack – Next.js, Postgres, Docker, Firebase, and React.
- Designed backend application framework and deployed database to AWS RDS.
- 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 w/ Mathematics Minor

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

## Skills

Product Roadmapping, User Stories, Full-Stack Development, Data Analysis, Data Storytelling, Benchmarking

**Technical:** Python, JavaScript, TypeScript, Next.js, SQL, Git, JIRA, Excel, VBA, MS Office, Shopify Developer Platform, BigCommerce, Qualtrics