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 commercial products & services; defining KPIs, gathering and cleaning data, and generating insights.
- 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.
- Drove a 15% YoY digital publication purchase growth plan by analyzing consumer review keywords with logistic regression, informing a new adoption strategy.
- Evaluated product-market fit for aviation SaaS applications through Qualtrics surveys and interviews, providing insights for over 10 teams cross-organization.

Business Analyst   Sept 2022 – Apr 2023
General Motors   *Markham, 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.

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

EDUCATION

Wilfrid Laurier University

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

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, AWS RDS, Excel, VBA, PowerPoint, MS Office, Looker, Git, JIRA, Atlassian, Qualtrics, GovWin, SAP