

# Tony Yoon

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## EXPERIENCE

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### 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 purchase growth plan by analyzing consumer review keywords with logistic regression, informing a new adoption strategy.

### 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.
- Forecasted youth consumer purchasing power over the next decade and assisted in the adjustment of company's 10-year portfolio strategy.

### Business Analyst

Sep 2022 – Dec 2022

*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.
- Supported AAM integration strategy through market assessments and scalability challenge research.

### 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

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*Wilfrid Laurier University*

### B.S (Hons) Computer Science, Mathematics Minor

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

## PROJECTS

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- 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

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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