

Curriculum Vitae

Matias Chanyoung Yoon

First Name_Matias ChanYoung	Product Development
Last Name_Yoon	Product Marketing
Sex_Male	Technical Product Management
Nationality_South Korea	Advanced Analysis
Birth_16 Feb 1984	UI/UX Build / Audit
matiasyoon@gmail.com	Visual Communication
	Ecommerce / Contents
	Frontend Development

Employment

May 2023 - Chief Product Officer **Seller Note, Seoul**

Develop a vision and set the strategic direction of the product which aligns with customer needs, business growth, and overall technology strategy.

Own and drive the whole product lifecycle from design, launch and developing cross functional partnerships.

Define product requirements and roadmaps including things as feasibility, time, cost, and impact.

Feb 2021 - Apr 2023 Senior Product Engineer **Publicis Groupe, UK**

Developing and implementing effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction.

Defining key performance indicators for each communications channel which will indicate a campaign's level of success.

Determine strategic communications campaigns that will help further organizational goals.

Work with different marketing departments to generate new ideas and strategies.

Jul 2018 - Jan 2021 Developer **3colours Rule, London**

Collaborating with management, departments and customers to identify end-user requirements and specifications

Designing algorithms and flowcharts to create new software programs and systems

Producing efficient and elegant code based on requirements

Testing and deploying programs and applications

Aug 2015 - Apr 2018 Associate Developer **Tropical Outdoor, HongKong**

Work with developers to design algorithms and flowcharts

Produce clean, efficient code based on specifications

Integrate software components and third-party programs. Verify and deploy programs and systems. Troubleshoot, debug and upgrade existing software

Gather and evaluate user feedback. Recommend and execute improvements

Create technical documentation for reference and reporting

May 2014 - Jun 2015 Product Support **Connectedevice, HongKong**

Driving product features through their entire creative cycle: ideation, specification, development, release, analysis, and iteration.

Performing qualitative and quantitative research to discover feature ideas and validate them before development. Generating ideas to portray concepts and advertise products/services.

Working with engineers to help guide feature development.

Performing quantitative analysis on features' performance and find opportunities for optimization.

Responsibility for hitting the key performance indicators you are entrusted with.

Overseeing all design projects, from conception to delivery.

Demonstrating visual storytelling capabilities through various mediums (physical, digital), graphic design (topography, composition, layout), video capturing and editing, illustration, and animation.

Education

Jul 2011 - Sep 2013 KIDP (Korea Institute of Design Promotion), Seoul Korea

Certificate. **Product Management**

Oct 2010 - May 2011 Dongkuk Univ., Seoul Korea

Associate Degree. **Business & Marketing**

Mar 2004 - Aug 2010 Seoul National Univ. of Sci. & Tech., Seoul Korea

BA. **Product Design**

Extra Curricular Activities

Jun 2009 - Sep 2009 Musasino Art Univ, Tokyo Japan

Ex-student. **Communication Design**

Sep 2010 - Jan 2011 LG electronics, Seoul Korea

Internship. **Project assistant**