Yongrak Park

AI Product Builder (0-to-1) | Global Retail Scaler | MS AI School Graduate

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Summary

As an AI Product Builder, I specialize in the end-to-end lifecycle of product development—from identifying business problems to designing solutions and hands-on engineering. I possess proven 0-to-1 experience in building AI products leveraging **RAG/LlamaIndex, FastAPI, and PostgreSQL**, functioning as an execution-oriented strategist who maximizes corporate ROI. Currently, I am developing AI solutions for the **K-beauty sector [Live Demo]**, with a roadmap that includes **Export Unit Price Monitoring** and a **Beauty Market Localization Agent**. Previously, I led a capstone project at Microsoft AI School to transform technological potential into tangible value.

With a background as an entrepreneur, data analyst, and service planner, I have driven **37% customer retention rate** at startups. I value 'authentic relationships and deep conversations' above all, aspiring to build essential projects for this generation that inspire the next.

Core Competencies

AI & Business Strategy	Technical Skills	Languages
Service Planning, Business Development	Microsoft Azure (AI Foundry, OpenAI)	Korean (Native)
Business Modeling, CRM, GA4	Python, FastAPI, PostgreSQL, RAG Architecture	English (Business Proficient, OPIc IM2)
ROI-focused Project Leadership	Power BI, Excel, Notion, Miro	

Team Projects (AI & Data)

Job AI: Practical Interview Skills Enhancement Service   Aug 2025 - Dec 2025

Project Ares (Web Service)

Developed an Azure-based interview avatar solution (STT/TTS). Awarded the MS AI School 7th Final Project Prize and proceeded to propose the project for Seoul City's employment initiative.

- My Role: AI Developer
- Tech Stack: Azure(Storage, AI Search, OpenAI), RAG(LlamaIndex), DuckDuckGo Search
- Applied RAG technology to DART business reports, improving model accuracy from 62% to 94%
- Links: Github

AI Insurance Consultation Chatbot (ai-bo)   Jun 2025 - Aug 2025

Children's Insurance Policy Interpreter

Led the development of a chatbot interpreting 950 pages of complex insurance terms using Azure OpenAI/GPT-4.

- My Role: Project Leader
- led a project to build an Enterprise AI Solution based on Azure OpenAI, conducted entirely online from start to finish.
- Addressed low comprehension rates (12%) and high claim error rates (47%) in the insurance sector.
- Links: Github

Personal Projects (AI & Data for Beauty)

Localization Translation Agent   Jan 2026 - Present

AI Agent responsible for "Translation-Agent" logic and strategic verification.[Live PoC]

designed exclusively for the Korean Beauty (K-Beauty) industry entering the US Market (Sephora, Amazon, Ulta). It moves beyond simple language translation to perform Marketing Transcreation

- Tech Stack: Python (FastAPI), Poetry
- Links: Live PoC | Github

Export Tracker Dashboard

Jan 2026 - Present

K-Beauty Export Price Monitoring & Visualization Service [Live Beta]

Global Retail Scaler | Developed a dashboard to help small-scale K-Beauty brands monitor export unit prices and distribution channels to prevent revenue loss.

- Tech Stack: Next.js, Tailwind CSS, TypeScript
- Links: Live Demo | Github

Creator Campaign Matching Engine

Nov 2025 - Dec 2025

Hybrid Filtering Matchmaking Engine Prototype (PoC)

Built a matchmaking engine combining quantitative data (followers, views) with qualitative brand attributes (Contextual Fit) to predict campaign ROI.

- Tech Stack: Random Forest Regressor, PostgreSQL, Scikit-learn
- Developed an ROI prediction model to solve the problem of low matching accuracy in influencer marketing.
- Links: Github

Personalized Skincare Routine Design

Jun 2025 - Sep 2025

AI Skin Care Routine Consultant Dataset Construction

Developed an AI consultation service based on full ingredient analysis using LlamaIndex RAG and PostgreSQL.

- Constructed a cosmetic ingredient database to analyze conflicts and optimize skincare routines.
- Links: Github

Employment & Entrepreneurship

Service Planner & Manager, Yeoreum Seoga

Mar 2023 - Dec 2023

Oversaw the business model design, launch, and operation of the offline subscription service 'Launch Book Club'.

- Achieved QoQ sales growth of 900% in Q2, 450% in Q3, and 60% in Q4 through data-driven hypothesis formulation and A/B testing.
- Achieved a 37% retention rate in Q4 through CRM-based improvements.

Corporate Research Analyst, VID Investment

May 2021 - Mar 2022

Responsible for corporate research and data analysis to formulate and update investment strategies. Published 156 investment contents and 85 corporate analysis reports.

Independent Publishing - Siseon

Feb 2019 - Aug 2023

Managed the entire process of content composition, editing, design, and distribution for 3 books.

Founder, Life Enjoy

Jun 2018 - Mar 2019

Operated a one-person e-commerce platform, achieving 35% monthly sales growth.

Education

Kyonggi University - Bachelor of Economics & Entrepreneurship

Mar 2018 - Feb 2026

- Activities: President of Total Solution (7th Cohort), Green Rich Team Leader, RAON Student Council PR Team.
- Awards: Best Korea Scholars Foundation Scholarship for academic excellence and leadership potential.
- Participated in practical projects focusing on business development and market analysis.

Microsoft AI School - Team Leader

Mar 2025 - Sep 2025

Azure AI Foundry, Data Preprocessing, Microsoft Azure

Completed 950 hours of intensive training in AI service development.

- Led an end-to-end service planning and implementation project utilizing Azure, Python/FastAPI, PostgreSQL, and RAG architecture.
- Projects: AI School Graduation Project, AI Insurance Terms Chatbot (i-BO), Consumer Persuasion Report.

Gyeonggi Province Lifelong Learning College (GCC)

May 2024 - Dec 2024

Pet Behavior Consultant Bachelor with Honors

Completed the Pet Training Instructor Program organized by KPICE, achieving a 1st-grade certification.

Awards & Honors

[Job AI] Practical Interview Capability Enhancement Project   **Sep 2025**

Microsoft AI School (Final AI Project Award)

Received recognition for the Final AI Project, achieving results linked to Seoul City's youth employment policy.

Startup Idea Hackathon (Wiggle Rose)   **May 2018**

Dankook University

Served as Market Analysis & PR Lead for Team 'Nuriteo'. Played a pivotal role in designing and promoting a mobile data sharing platform based on the sharing economy model.

Gyeonggi Area University Student Startup Club Competition   **Apr 2018**

Kyonggi University (Total Solution)

Led the 7th cohort of the entrepreneurship club 'Total Solution', overseeing all operations and fostering innovation among members.

Startup Club Competition (Excellence Award)   **Jan 2018**

Kyonggi University (Team SIMSONS)

Developed 'ZooZoo Wiki', a Wikipedia-style platform for stock investors aimed at improving information transparency. Designed workflows to filter malicious edits and ensure reliable content.

Certifications

Google Analytics Certification (GA4)   **Dec 2025**

Google Digital Academy (Skillshop)

Introduction to Model Context Protocol   **Sep 2025**

Anthropic

OPIc (Intermediate Mid 2)   **Sep 2025**

ACTFL - English Communication

Azure AI Fundamentals (AI-900)   **Aug 2025**

Microsoft - Azure OpenAI & Cognitive Services

Pet Educator Level 1   **Dec 2024**

Korea Pet-life Institute for Continuing Education (KPICE)

TESAT Level 3   **Feb 2024**

Korea Test of Economic Sense And Thinking

Volunteer

Gyeonggi-do Animal Protection Center   **Jan 2018 - Present**

Continued volunteering at an animal shelter out of compassion for stray animals; adopter of a senior rescue dog. Activities: Kennel cleaning, walking, adoption support.

ChildFund Korea   **Mar 2020 - Present**

Consistently contribute to improving the lives of children in need through monthly donations for Green Umbrella Children's Foundation.

Korean Red Cross   **Feb 2022 - Present**

Contributed to lifesaving efforts by participating in blood donation over 10 times.

Kyonggi University Social Service Center   **Mar 2018 - Feb 2019 (1 yr)**

Supported exchange students in adapting to life in Korea through language assistance and mentoring.