

## KEY SKILLS

- **Product Strategy** (OKR, JTBD, objective-driven)
- **Product Discovery** (user interview, data analysis, BPMN)
- **Product Delivery & Backlog Management** (prioritization, user stories, acceptance criteria, BDD specification, feature documentation, GTM)
- **Agile/Scrum Methodologies** (Sprint ritual)
- **Cross-functional Collaboration** (R&D, CloudOps, C-level executives, Business teams, Marketing)
- **API & Microservices Management** (integration, optimization, reliability)
- **Performance Analysis & KPIs** (SQL, monitoring, reporting)
- Onboarding, management & recruitment of engineering team members

## TOOLS

• Jira • Confluence • Notion • Metabase • Git • Postman • SQL • Figma • Markdown • Grafana (LGTM) • PHP

## LANGUAGES

• Korean (Native) • French (Bilingual) • English (Level B2) • Italian (Notion)

## EDUCATION

- 2 Certificates CNCP Webforce3 | Web integration & development  
Oct. 2016 - Feb. 2017 (**490h**)
- Bachelor & Master, Panthéon Sorbonne University (Paris) | Cinema  
Sept. 2007 - June. 2011

## OTHER EXPERIENCES

- Festival manager @ DOC & FILM INTERNATIONAL @ Paris, France | Nov. 2008 - Oct. 2012
- Linguistic data analysis @ DAUMSOFT.CO @ Seoul, South Korea | Jan. 2005 - Juin. 2006

## HOBBIES

- Sporadic tennis player & runner
- Book collector
- Culinary explorer
- Amateur in SF & horror movies

## CONTACT

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# Hwa-Seon LECOUEY

## Product Manager

## ABOUT ME

Hi! I'm a lifelong learner and versatile product manager. Former backend developer & passionate about data, AI and technical products, I focus on maximizing product value through continuous improvement & data-driven decisions, and a well-defined product roadmap. Looking forward to meeting with you!

## EXPERIENCES

### WORLDIA - Paris, France

**Product Manager** Nov. 2022 - Today

- Defined and prioritized the product backlog to optimize user experience and partner integrations.
- Led the integration of 8 new third-party APIs and migration of 4 microservices, improving product scalability and reliability.
- Worked closely with cross-functional teams to align the product roadmap with strategic goals.
- Communicated with/to stakeholders for product discovery/delivery
- Established and tracked key product KPIs to measure impact and drive data-driven decisions leveraging SQL-based datasets. (Ex: keep only 5% for purchase failure)

### WORLDIA - Paris, France

**Backend Developer** Sept. 2020 - Octo. 2022

- Participated in feature specification and acted as the feature lead for multiple high-impact projects, collaborating with cross-feature teams.
- Contributed to the migration of legacy systems and the development of MVP features with TDD approach, ensuring high-quality, scalable solutions for product personalization.
- Investigated and fixed incidents/bugs along with regular log checks for continuous improvement
- Onboarded and mentored new developers, and wrote comprehensive technical documentation to ensure smooth transitions.

### ChapsVision (Ex Wynd) - Paris, France

**Backend Developer & Scrum Master** Oct. 2018 - Aug. 2020

- Developed backend features for order management systems (OMS), improving resource allocation and task management (Booking).
- Led agile initiatives as Scrum Master, enhancing team productivity and technical delivery across two squads.
- Reduced technical debt by proactively fixing logs, through continuous code review and collaborative improvements.

### Fédération Française d'Équitation - Paris, France

**Web developer** Avr. 2017 - Sept. 2018

- Migrated and redesigned the main competition website using the Symfony framework, improving user experience and site performance.
- Redesigned and developed an internal vehicle reservation system with Google Apps Script to streamline the booking process for employees.