

## Lawton Hogan

**Contact:** +82-010-7412-4210 | lawton.hogan@gmail.com

### Career Highlights

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User-focused Product Manager with expertise in design-thinking frameworks, adept at creating intuitive solutions that enhance user experiences. Strong collaborator and communicator committed to aligning stakeholder needs with business goals. A strategic thinker who excels at aligning product initiative to business objectives and user needs.

### Professional Skills

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#### Technical

- JavaScript
- React
- Node JS
- Python
- MongoDB
- SQL
- JEST

#### Design

- HTML
- CSS
- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator

#### Theoretical

- Design Thinking
- User and Market Research
- Agile
- Scrum
- Scaled Agile (SAFe)
- Test-Driven Development

### Certifications

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- CareerFoundry Full Stack Developer Bootcamp
- POPM Safe 5.1 Certified, SAFe (Scaled Agile), 2022
- Test of Proficiency in Korean (TOPIK) - Level 6 (Highest Level), 2019

### Work Experience

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#### TOKO Fze. Dubai - Seoul

##### Product Executive

April 2023 – Present

Spearheaded the management of a Web 3.0 platform roadmap, leading discovery for broker-dealer and exchange for tokenized assets. Engaged with stakeholders to align the product roadmap with business objectives and user needs. Directed platform design initiatives and utilized the Scrum framework to oversee delivery. Led the discovery for the development of a blockchain-based trademark management platform.

#### Key Achievements:

- Took Web 3 platform from 0 to 3 onboarded business clients
- Accelerated feature delivery time by 50% by bringing healthy product practices to technology team including design thinking and agile principles
- Spearheaded product strategy workshops with CEO, CTO, CSO, CFO, and Head of Delivery
- Interfaced with compliance to achieve VARA license for broker-dealer and exchange

#### TOKO Fze, Dubai - Seoul

##### Senior Product Manager

April 2022 – April 2023

Led a team of 5 through the discovery and documentation phases. Interfaced with an outsourced technology team using the Scrum framework to execute development. Collaborated with stakeholders to ensure the product roadmap aligned with business objectives and user needs.

#### Key Achievements:

- Brought Web 3.0 platform from 0 to 1 (go-to-market)
- Lead team of 5 through discovery for two NFT platforms reaching thousands of users

**KidsLoop Inc., Seoul**  
**Customer Success Lead (APAC)**

July 2020 – January 2022

Acted as the company face for all new clients in the APAC region. Interfaced with marketing, education, product, and engineering teams to ensure internal alignment. Managed instructional designers and technical writers to create hands-on instructional content for the platform, as well as user guides and manuals. Oversaw all onboarding activities and handled all sales and investor-facing product demos.

**Key Achievements**

- Maintained 0% client churn
- Onboarded clients totaling several hundred thousand users
- Facilitated onboarding for roughly 100 new internal staff
- Developed full product manual for clients

**GS Engineering & Construction**  
**Human Resource Development Manager**

Feb 2018 – July 2020

Conducted research and analysis to inform the design of courses and materials for skills development in language and soft skills. Managed a team of instructors in the creation of learning content focusing on these areas. Personally designed courses and materials using a design-thinking mindset, considering course participants as users. Developed and ran an ISO-certified internal English testing service used for thousands of employees.

**Key Achievements**

- Improved employee language proficiency scores by 25%
- Oversaw over 8,000 successful employee tests
- Achieved 100% satisfaction rate for internal training programs

**Gangwon International Language Institute (GILI)**  
**Education Team Lead**

Jan 2012 – March 2014

Conducted research on pedagogical best practices and design-thinking to create highly successful English language courses for public primary and secondary school English teachers. Created and ran multiple intensive language courses for teachers in Gangwon province. Used pedagogical best practices and design-thinking to develop skill-specific English language courses. Worked with trainees to develop engaging materials that focus on students' needs. Acted as a cultural liaison between Korean supervisors and foreign staff.

**Key Achievements**

- Enhanced teacher training outcomes by 35%
- Achieved 100% course satisfaction

**Education**

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Master of Arts – Linguistics | Seoul National University  
 Bachelor of Arts – Philosophy & French | Virginia Tech  
 Bachelor of Arts – Political Science | Virginia tech

Feb 2015 – Feb 2018  
 Aug 2003 – June 2008  
 Aug 2003 – June 2008

**Languages**

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English (Native), Korean (Advanced), French (Low-advanced)