**Jae Lee**

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**Summary**

Product Manager with 4+ years of experience across Big Tech and startups. Currently, as the sole Product Manager at a seed-stage startup, I lead development of B2B Web Product and Mobile Consumer, managing a squad of 6 developers and a designer while collaborating closely with leadership to define product strategy and scale business growth. On the side, I’m constantly leveling up my AI skills—navigating new tools and vibe coding with Cursor which can be explored in my Personal AI Projects link.

**Work Experience**

**Lawfully** *(Legal tech SaaS specializing in immigration)* New York, NY

*Product Manager* ***,*** September 2024 – Present

* Led the end-to-end development of a new B2B web product for immigration law firms, launching it as a new business line; secured 50 new customers within three months through fast-paced agile sprints with bi-weekly feature releases
* Designed and implemented an AI-driven feature on the B2B web product to address a major efficiency challenge for law firms—the excessive time spent responding to client emails daily—ultimately reducing email response time by 80%
* Launched an AI-powered bulk document upload and data extraction feature for a B2B product, fully automating case creation and key data entry to transform law firm workflows and ensure timely client updates
* Analyzed immigration trends and case result data to identify new opportunities for addressing law firm pain points, leading to a Court Case tracking feature aligned with policy shifts—resulting in 5 new customers on the highest subscription plan
* Collaborated with the Chief of Strategy and SDRs through weekly customer interviews to gather key insights, prioritize feature development, and refine the product roadmap, ensuring a seamless onboarding experience for every new customer
* Owned the mobile product lifecycle, driving the continuous delivery of new features and ensuring rapid adaptation to changes from US government agencies, resulting in the stabilization of $200K in monthly revenue

**Credenza** *(Web3 SaaS helping businesses with a platform to unify and analyze consumer data)* San Francisco, CA

*Product Manager* ***,*** March 2023 – September 2024

* Led 0→1 development of a SaaS solution to improve healthcare access in Ghana, partnering with clinics to streamline the purchase and transfer of Digital Health Assets globally—driving $50K in revenue
* Developed and launched a Pay-Per-Read micropayment model to help publishers monetize long-tail content, opening up a new revenue stream and driving early sales traction
* Created and deployed a Mixpanel analytics dashboard for customers to enhance engagement and upsell opportunities

**Amazon** *(Fulfillment by Amazon)*Seattle, WA

*Senior Product Manager,* August 2022 – March 2023

* Oversaw a product for Amazon 3rd-party sellers, facilitating the migration of 2M+ users from legacy to the new product
* Defined product roadmap using insights from 1M+ support tickets, user feedback, and customer interviews— prioritized 6 planned features projected to reduce 400K support tickets annually and save $3M in costs
* Directed a development of a new feature, resulting in 90% user adoption and a 50% decrease in related complaints

**Kimberly Clark** Seoul, South Korea

*Digital Product Manager – Supply Chain Digital Transformation*, January 2017 – May 2020

*Feminine Care Product Process Engineer*, September 2013 – December 2016

**Education**

**Cornell SC Johnson College of Business,** May 2022Ithaca, NY

M.B.A., Digital Technology Immersion; Tech Career Club - Executive Board Member; Soccer Club; Basketball Club

**Boston University,** May 2013 Boston, MA

Bachelor of Science, Major: Mechanical Engineering; Korean Business Club - Vice President; Korean Soccer Club - Captain

**Additional Information**

***PM Skills:*** Sprint Management, Roadmap, Prioritization, Data Driven Decision, UI/UX, Customer Discovery & GTM, Collaboration

***AI Tools:*** Prompt Engineering, Vibe Coding (Cursor AI), OpenAI API, Claude, Github, Vercel, Google Vision AI

***PM Tools:*** Figma & Figjam, Jira, Confluence, Mixpanel, Holistics (BI), Brevo (Email Marketing), Intercom, Looker, SQL

***Certificates:*** [Google AI Essentials](https://drive.google.com/file/d/1skhG9ay8_xIL-PdaP_H4eS5hCT6tvj7I/view?usp=sharing), [IBM AI Product Manager](https://drive.google.com/drive/u/0/folders/1yrzU202afLKXcAoW_KaXxvx6o4d0FTT9)